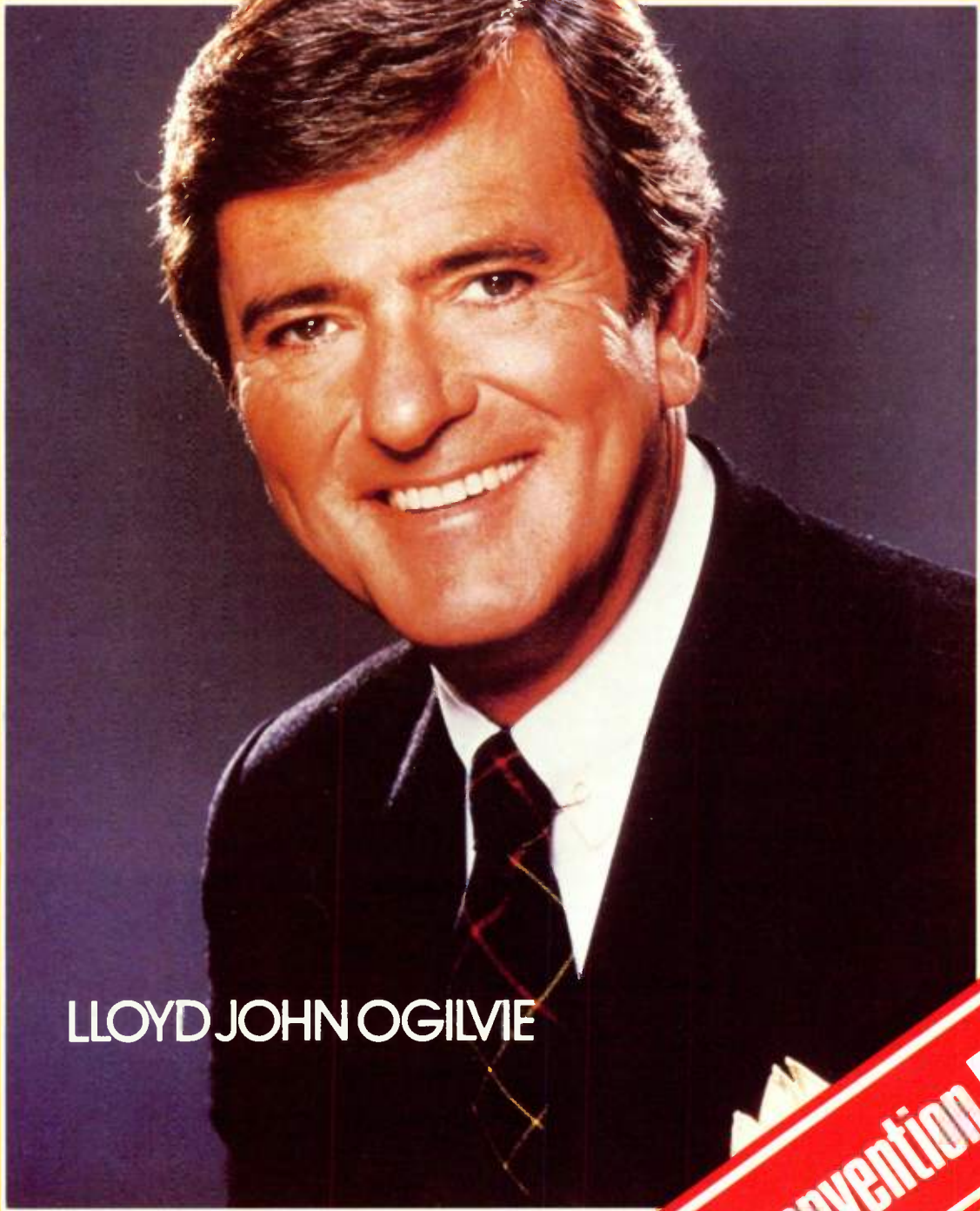


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December 1985



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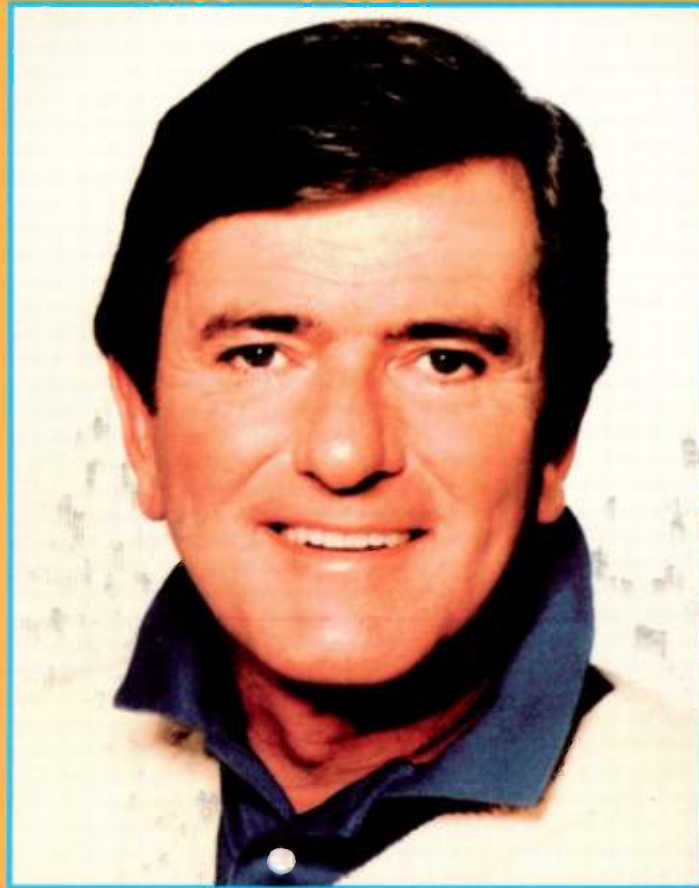
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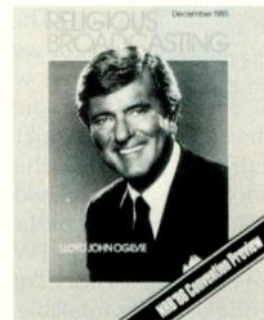
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## COVER

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Dr. Lloyd John Ogilvie will be the keynote speaker at the 43rd Annual Convention and Exposition of NRB. In this issue's cover story he talks to broadcasters about his television and radio ministry (see page 16). (Photograph used courtesy of Lloyd Ogilvie Ministries)



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## How About Giving Something Away at Christmas?



Traditionally, for those of us who are in Christian work and who use radio, TV and direct mail to keep in touch with our constituency, Christmas offers one of the best opportunities of the year to appeal for support. No doubt you have long since designed and mailed your own Christmas appeal, and we wish you success.

Here is a different approach; and if it jars you a little, maybe you should let it do so. How about *giving something away* at Christmas, with no strings attached? The usual approach is "For your contribution of \_\_\_\_\_, we will send you this beautiful free gift..." My guess would be that you would have no trouble

finding some brothers and sisters or churches that would work with you in underwriting the cost of, say, a thousand copies of *The Living Bible*. Your approach could then be, "We have a free copy of *The Living Bible* for each family who calls in between now and Christmas and who promises to read it. After all, it's our Lord's birthday, and we can think of nothing better as a birthday gift than His own inspired Word." There you are: in one generous act you have proved that yours is not a "gimmick" ministry and you have helped to introduce someone to God's infallible Word.

The above is just for starters. Once you have decided to *give* something on His birthday, you will find no end of ideas clamoring for recognition. And I predict that you'll be blessed, and your listening audience will grow dramatically.

1986 is just around the corner, and with its coming, new opportunities for success. Remember, it's not how smart you are that counts, but whether the abilities God gave you are under the control of the Holy Spirit of God. The winning combination is in Romans 12:11—"Not slothful in business (that's good management): fervent in spirit (that's the control of the Holy Spirit), serving the Lord (that's complete dedication to His will)."

I join with Dr. Ben Armstrong, our executive director, and all the staff of NRB in wishing you all the blessings of Christmas and a new year filled with the miracle power of God!

**Robert A. Cook**  
President  
National Religious Broadcasters

## RELIGIOUS BROADCASTING

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**Executive Editor** Ben Armstrong  
**Managing Editor** Astrid Seeburg  
**Associate Editor** Daniel J. Nicholas  
**Assistant Editor** Tamara N. Browning  
**Art Director** Brad Scherr  
**Advertising Director** Dolph Hintze  
**Advertising Assistant** Edda Stefanic  
**Technical Editor** Mike Glenn  
**Editorial Assistants** Sally Parker, Susan Kubick, Anne Dunlap, Lorraine Nevers  
**Contributing Editor** Richard E. Wiley  
**Circulation Assistant** Robert E. Bowen

### National Religious Broadcasters

Dr. Robert A. Cook, *Chancellor*, The King's College, Briarcliff Manor, NY 10510. Jerry K. Rose *First Vice President*, WCFC-TV/Channel 38, 1 North Wacker Drive, Chicago, IL 60606. Dr. B. Sam Hart, *Second Vice President*, Grand Old Gospel Fellowship, Inc., 610 Mt. Pleasant Ave., Philadelphia, PA 19119. Mrs. Edna Edwards, *Secretary*, WFGW, P.O. Box 158, Black Mountain, NC 28711. Dr. David Clark, *Treasurer*, Christian Broadcasting Network, Pembroke Four, Virginia Beach, VA 23463. Dr. Ben Armstrong, *Executive Director*, NRB, CN 1926, Morristown, NJ 07960.

**Editorial and Advertising Offices:**  
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Beverly Atkins  
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# Commission Bars KTTL Probe

by Richard E. Wiley

**T**HE Federal Communications Commission (FCC) has refused to authorize inquiry into the content of certain controversial religious programs aired on KTTL-FM/Dodge City (Kansas). The Commission made its declaration in an order designating the renewal application of Cattle Country Broadcasting, licensee of KTTL, for hearing.<sup>1</sup>

Although it conceded that the programs in question contained "offensive remarks," the FCC concluded that KTTL's challengers failed to demonstrate that the broadcasts were not protected under the First Amendment of the Constitution or Section 326 of the Communications Act. The Commission did, however, add issues to determine whether Cattle Country's owners have the requisite character and basic qualifications to remain a licensee due to allegations that the station's owners violated various Commission Rules and state and local laws.

This proceeding began in 1983 when Charles and Nellie Babbs, the owners of Cattle Country, filed a renewal application for KTTL Community Service Broadcasting, Inc., a group comprised of citizens of Dodge City, filed a competing application seeking authority to operate on the same channel. In addition, petitions to deny and objections were filed by Dodge City Citizens for Better Broadcasting, the National Black Media Coalition, three Jewish organizations and Robert T. Stephan, attorney general of the State of Kansas. The challenges focused on two religious program series carried by KTTL in the spring and fall of 1982 respectively: *National Identity Broadcast*, which is hosted by the Rev. William P. Gale from Mariposa, California, and *Blow the Trumpet Broadcast* with the Rev. James Wickstrom from Tigerton, Wisconsin. In their broadcasts, Gale and

Wickstrom frequently uttered crude and derogatory comments aimed at racial and religious minority groups. For example, in one of Gale's programs, listeners were urged to take up arms against minorities. He said, "If a Jew comes near you, run a sword through him."<sup>2</sup>

The Commission declined to add issues addressing offensive programming broadcasts by the two clergymen. The First Amendment and Section 326 of the Communications Act require the FCC not to take action against a licensee's programming unless the programming violates state or federal law. Generally, there must be an adverse ruling by a judicial body against the licensee before the Commission will consider the issue.

Under the First Amendment, the Commission cannot take action that would limit a licensee's discretion to select programming unless the broadcasts represent "a clear and present danger of a serious substantive evil that rises far above public inconvenience, annoyance or unrest."<sup>3</sup> The controversial programs broadcast on KTTL were said to contain nothing more than "advocacy of illegal action at some indefinite time in the future."<sup>4</sup>

The petitioners contended that the Gale/Wickstrom programming contravened the Commission's Fairness Doctrine. However, the FCC stated that the challengers' argument met only one of the five criteria necessary to demonstrate a violation of the Fairness Doctrine.

The petitioners' summary of the controversial issues of public concern addressed in the programming was adequate. Yet, they failed to show that those issues were controversial, the programs directly addressed the issues, there was meaningful discussion of those issues identified within the broadcasts, or that KTTL failed to provide fair and balanced

coverage of the issues in its overall programming.

Chairman Fowler and Commissioner Rivera, in separate statements, said they joined in the decision, but do not condone the comments made in the Gale/Wickstrom programs. Moreover, they noted that the programs may have violated the Fairness Doctrine. The petitioners failed to provide sufficient information to support their contention.

Cattle Country's qualifications will be examined to determine the impact of numerous pending state and local legal proceedings, "including suits for copyright infringement, defamation, civil warrants for arrest for contempt of court [and] garnishment of wages for failure to pay state personal property taxes."<sup>5</sup> The FCC is also concerned over the circumstances surrounding the 1984 revocation proceedings involving another company owned by Mr. and Mrs. Babbs, Dodge City Mobilephone, the licensee of a domestic public land mobile radio service.<sup>6</sup> In order to obtain evidence on the state and local law violations, the FCC made the Kansas attorney general a party to the proceeding and ordered him to supply a detailed list indicating the status or outcome of all the pending or adjudicated cases involving Mr. and Mrs. Babbs.

Although it would be unfortunate if Fairness Doctrine issues were not added, it is quite possible that Cattle Country's renewal application will be denied based on the alleged law violations and the DPLMRS proceeding. Nonetheless, since KTTL no longer carries the Gale/Wickstrom programs, the residents of Dodge City will be spared their rude and offensive comments.

<sup>5</sup> Designation Order at ¶ 33.

<sup>6</sup> Dodge City Mobilephone, Inc., FCC 84-555 (released Nov. 29, 1984) (Memorandum Opinion and Order to Show Cause).

<sup>1</sup> Cattle Country Broadcasting, FCC 85-226 (released August 14, 1985) (Hearing Designation Order).

<sup>2</sup> Transcript of July 9, 1982 broadcast by William Gale of the National Identity Broadcast.

<sup>3</sup> Designation Order at ¶ 6.

<sup>4</sup> Id. at ¶ 5.

Richard E. Wiley, former chairman of the Federal Communications Commission, is a partner in the Washington law firm of Wiley & Rein.



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# AGFA



## Terrorists Bomb Christian Radio Station, Six Killed

MARJAYOUN, Lebanon (NRB)—The October 17 bombing of an American-owned Christian radio station located in this southern Lebanese town raised new questions of safety for religious broadcasters in the Middle East. Two station personnel of Voice of Hope and four terrorists were killed in the pre-dawn attack.

The four terrorists, members of the Lebanese Communist Party, stormed the station with explosives strapped to their belts, according to published reports. The studio and warehouse building of Voice of Hope, which is operated by High Adventure Ministries, Van Nuys, California, collapsed, knocking out the missionary station's four transmitters for 12 hours.

The shortwave station's engineer, Wajih Abu Aavn, a native Lebanese, was killed instantly, as was a station security man, whose name was not available. The others, whose bodies were scattered throughout the immediate area, were the terrorists. Their names were not available.

Damage was estimated by international program director David Lawrence, who was in California, and High Adventure president George Otis, who went to Lebanon immediately after the incident, at more than \$200,000. The station resumed broadcasting with a makeshift studio on the outskirts of this town, which is located in a security zone less than three miles from the Israeli border. For security reasons, Lawrence could not disclose who was providing the interim facilities.

News reports said the pro-Soviet Communist Party in Lebanon claimed in Beirut that it had carried out the bombing attack "against the occupying Israeli enemy and its treacherous followers." Lawrence claimed the terrorism was undertaken because "the station was effectively penetrating the lives of the people there." Pointing to what he thinks is a spiritual battle, the High Adventure executive said terrorists do not attack a target that is not a perceived threat.

With two AM, one FM and one 35,000-watt shortwave transmitters, Voice of Hope reaches into and beyond the troubled Middle East with a combination of gospel and country music, scripture readings and news favorable to the South Lebanon Army and Israel. The station broadcasts in 10 languages, principally English, Arabic and Russian. Following a diplomatic evangelism policy, the station does not broadcast in Hebrew.

Some months ago the station reduced its air time from 24 to 18 hours a day because of



The top floor collapsed at the Far East Broadcasting Association's Beirut radio studio after the building was caught in the crossfire of Lebanon's civil unrest. No one was injured.

financial concerns. On the night of the bombing, they signed off the air except for shortwave at midnight. The gunmen, who reportedly burst into the fenced-in station property firing machine guns, set off the explosives at 1:15 a.m. Lawrence said the reduced hours were the main reason more station employees were not killed.

A religious television station (METV) in the same area was destroyed July 23, 1983 when a car bomb exploded at the station owned by the Christian Broadcasting Network, Virginia Beach, Virginia. No injuries resulted from that attack, which caused at least \$500,000 damage. CBN acquired the TV station from High Adventure Ministries. A similar bomb blast causing no damage occurred near the CBN facility in March 1983.

### Shelling Destroys Beirut Radio Studio

BEIRUT, Lebanon (NRB)—An outburst of shelling totally destroyed the radio studio operated in Beirut by the Far East Broadcasting Association. No one was injured in the blast that occurred August 18, a Sunday when staffers were not in the building. It was impossible to salvage any of the studio's equipment because of extensive damage (see photo).

The artillery shelling, part of Lebanon's continuing civil war, reportedly was not aimed at FEBA. A spokesman said, "Our building was simply caught in the line of fire.

We don't think it was aimed at us." Six walls of the building collapsed, causing a fire that burned out of control for at least an hour.

The 10-year-old studio was located on the top floor of a four-story office building. Administrative offices one floor below the studio sustained only minor damages. Program tapes, records, tape recorders and mixers were among the items destroyed. The British company, FEBA, affiliates with the Far East Broadcasting Company, La Mirada, California. FEBA's broadcasting continued to the Middle East from the FEBA-owned station in the Seychelles because Beirut staffers worked several months ahead on Arabic-language tapes.

Ray Lovejoy, Middle East coordinator for FEBA, and his wife, Marion, were on sabbatical in England when the shell struck. Just before leaving for Britain, Lovejoy and staffers implemented a "contingency plan" for just such a disaster. "The destroyed studio was the only item that couldn't be moved," an FEBA source said. The Lovejoys returned to Beirut in September to complete the office transfer to Cyprus and arrange alternative recording facilities.

### Stanley Told by Doctor to Rest

ATLANTA (NRB)—Charles F. Stanley, broadcast pastor of *In Touch*, announced in October that he had cancelled all out of town speaking engagements through the end of





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1985 on doctor's orders.

President of the Southern Baptist Convention, Stanley told *Baptist Press News Service*, "I am feeling fine, but I was up in Alaska for two weeks on a hunting trip and drank river water. I picked up a little something."

He said a doctor "suggested strongly that I curtail my activities until the end of the year." Stanley, who says he has been recovering from fatigue, planned to continue his television ministry and preaching at First Baptist Church, Atlanta, where he is pastor. His heavy speaking schedule around the nation is expected to be resumed next month. Stanley is an NRB Board of Directors member.



Theodore Epp

## Christian Radio Pioneer Dead After Heart Failure

LINCOLN, Neb. (NRB)—Theodore Epp, founding director of the Good News Broadcasting Association, Lincoln, Nebraska, died October 13 of heart and kidney failure at Bryan Hospital, Lincoln.

The 78-year-old radio teacher on *Back to the Bible* suffered a serious heart attack on October 3. Epp's heart lost 90 percent of its capacity and, because of the severity of his condition, doctors recommended that surgery be suspended.

Just 10 days before the heart attack, on September 23, Epp gave what associates are calling the "commencement address" of his 50-year ministry. While speaking at Moody Bible Institute in Chicago, Epp reportedly said it was time for him to "step aside" and that he was giving his "last public speech." It is not known whether Epp knew from doctors about the seriousness of his medical condition.

Epp's comments at Moody are being readied for broadcast on May 1, 1986, which will be the 47th anniversary of the broadcast

that was his life. The Bible exposition program, which Epp started on one 250-watt radio station in Nebraska in 1939, has grown along with radio itself, so that today *Back to the Bible* can be heard around the world on 1,150 stations in 10 languages. The popular English-language version airs daily on more than 600 radio outlets. The Good News Broadcasting Association has offices in 10 nations.

People were always central to Epp. Comments he made while addressing an NRB national convention on January 21, 1980, summarize as well as any the values he expressed in hundreds of sermons. "Those of us who love Jesus Christ as our personal savior," he challenged, "should have a burning desire to see others come to Jesus. We will not be what we ought to be in the task of reconciling others to God unless we first subject ourselves to His training."

In the NRB speech entitled "God's Man for God's Plan," Epp encouraged broadcasters to "present yourself to God" before "our methods and technology (can) be properly used to fulfill His ministry."

An NRB founder and longtime Board of Directors member, Epp received the NRB Distinguished Service Award in 1983. *Back to the Bible* received an NRB Award of Merit in 1963. Among many other honors, the Nebraska Association of Broadcasters named Epp its 1966 Man of the Year.

In a telegram, NRB president Robert A. Cook said, "With thousands of others we mourn the passing of God's great servant, Theodore Epp. His many years of broadcasting the Gospel serve as a shining inspiration to all who desire to spread God's Word. We extend our love and sympathy to the family and we assure you of our earnest prayers for the continuance of God's blessing upon the ministry of *Back to the Bible*."

"While many were paying attention to what they thought the Bible meant," NRB executive director Ben Armstrong commented, "Dr. Epp stuck with what the Bible said. That was the basic value of his teaching ministry."

Epp was born in 1907 on a Hopi Indian reservation on Oraibi, Arizona, where his parents were missionaries. After committing his life to Jesus Christ in 1927, Epp attended the Bible Institute of Los Angeles, Hesston College and Southwestern Baptist Theological Seminary, from which he graduated in 1932. He held honorary doctorate degrees from Bob Jones University, Wheaton College in Illinois, and John Brown University.

The veteran broadcaster delivered his first radio sermon in November 1934. Two years later he resigned from an Oklahoma pastorate to become an evangelist and assistant to

(continued on page 30)

# Clinic

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### FRANK B. MINIRTH, M.D.

A graduate of the University of Arkansas Medical Center and also of Dallas Theological Seminary, he now is a professor of pastoral counseling at Dallas Seminary. He has authored and co-authored over 20 books. Dr. Minirth is a member of the American Psychiatric Association, American Medical Association, Christian Medical Society and Dallas County Medical Society.



### PAUL D. MEIER, M.D.

Dr. Meier also holds an M.D. degree from University of Arkansas Medical Center and completed his psychiatry residency at Duke University. His educational training also includes a seminary degree from Trinity Evangelical Divinity School and presently serves along with Dr. Minirth as professor at Dallas Seminary. He is also a prolific author having written or coauthored some 20 books. Dr. Meier holds membership in the American Medical Association and the Christian Medical Society.



### RICHARD T. CASE, M.B.A., M.A.

Mr. Case is a graduate of the University of Southern California with an M.B.A. degree in Business Economics along with an M.A. degree in theology with an emphasis in counseling. He has served as the CEO/President of manufacturing, investment, and consulting firms, and as the Vice President for a Fortune 500 Company. He is also the host of the daily radio program *THE CASE REPORT* which deals with financial and business relationship principles.



### W. LESLIE CARTER, Ph.D.

Dr. Carter holds a Ph.D. degree from North Texas State University. Specially trained in personality theory, he works primarily with emotional dysfunctions such as depression, loneliness, anxiety and anger. He is a clinical member of the American Association for Marriage and Family Therapists and a member of the American Psychological Association.

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WYNX/Smyrna (Georgia). Blowers was one of several persons speaking about their Christian testimonies at one of the banquets.

Other chapter officers will face election next year, when the chapter convenes September 10-12 at PTL's Heritage Grand Hotel in Charlotte, North Carolina.

Charles Stanley, preacher on *In Touch* and president of the Southern Baptist Convention, was present on the convention's opening night to receive the chapter's highest honor, the Genesis Award. That evening—which was Stanley's birthday—his church's "Exaltation" choir performed for attendees and sang "Happy Birthday" to the broadcaster. Stanley pastors First Baptist Church of Atlanta.

NRB secretary Edna Edwards, general manager of Blue Ridge Broadcasting, Black Mountain, North Carolina and *In Touch's* Norm Plunkett, the chapter's past president, were awarded for their outstanding leadership to the Southeastern chapter. Edwards is treasurer for NRB-Southeast.

Workshops were an integral part of the conference. Richard Bott, Sr., an NRB Executive Committee member from Independence, Missouri, led seminars on "Developing a Philosophy of Broadcasting" and "How to Handle Controversial Issues on the Air." Marlin Maddoux, radio speaker on the 90-minute daily issues forum, *Point of View*, was also a participant in the latter workshop.

Other features of the convention: Mary Ann Green, a professional photography model and image consultant, led a workshop series for women, and Larry Burkett of Christian Financial Management, Inc., conducted a seminar on planning money management. In addition to the choir, music was provided by the Toccoa Falls Bible College Quartet, and Atlanta-based concert artists Andrew Culverwell and Ralph Freeman. NRB executive director Ben Armstrong spoke briefly about challenges NRB is facing.

## Chicago Convention Messages Urge Relationship Building

CHICAGO (NRB)—When members of the NRB Midwestern Chapter convened here on October 9 for three days of annual convention, the plenary messages concentrated on "building relationships within the industry to reach out more effectively."

The main speaker was Gary Chapman, a pastor and author from North Carolina. As associate pastor at Calvary Baptist Church in Winston-Salem, Chapman directs the Adult Education and College programs that are among the chief outreach efforts of the congregation. He has written *Toward a Growing*

## Three Chapters Elect Presidents



Ray Wilson  
NRB Western



Herb Roszhart  
NRB Midwestern



Jack Rabito  
NRB Southwestern

*Marriage*, a practical and biblical aid for engaged and married couples, and *Hope for the Separated*, which helps separated persons identify pain and explore possibilities of reconciliation.

Chapman addressed attendees four times and challenged thinking on developing relationships through improving interpersonal relationships, through learning what he called "the language of love," and through giving and receiving constructive criticism.

Other plenary speakers included Harry Volkman, Grace Ketterman, Paul Evans, NRB president Robert A. Cook and NRB executive director Ben Armstrong. Music was provided by George Beverly Shea, Kathie Sullivan, the Haven of Rest Quartet, Sandy Rios, Terry and Barbi Franklin and The Solid Brass.

A new president was elected at the chapter's annual business session on October 11. He is Herb Roszhart, general manager of KROA-FM/Grand Island (Nebraska). Roszhart, who served the chapter as vice-president, sold KROA to its present owner, Grace College of the Bible, Omaha, in 1977. He was retained as general manager and chief engineer.

Before that Roszhart, a Northwestern College graduate, worked at KNWC-AM/Sioux Falls (South Dakota), which is a Northwestern-owned station. He is reportedly developing a Christian-formatted FM station in Orchard, Nebraska.

The chapter members also elected Wayne Pederson of KTIS/Roseville, Minnesota to the vice-presidency, Les Lamborn of Radio Bible Class as secretary, and John Maddex of Moody Bible Institute as member-at-large. Immediate past president Robert Neff of Moody Broadcasting Network was elected an ex-officio board member for two years, and treasurer Ron Mighell of WTLW-TV/Lima

(Ohio) continues to serve because he will not face re-election until next year.

Chapter officials announced that the 1986 convention will be conducted October 8-10 at the Billy Graham Center on the Wheaton College campus in Wheaton, Illinois. Motivational speaker Zig Ziglar, a staff pastor at First Baptist Church of Dallas, Texas, will be one of the plenary speakers.

NRB Executive Committee member E. Brandt Gustavson spoke at an October 10 banquet on 19th century evangelist Dwight L. Moody's impact on Chicago and the world. Moody founded a school for Bible training 100 years ago that today is called Moody Bible Institute (MBI). Convention attendees toured new radio studios shared by Moody Broadcasting Network and WMBI/Chicago before enjoying a banquet there. Gustavson, a past NRB president, is vice-president of MBI.

Other features of the Midwestern convention: several workshops—called Action Labs—helped inform participants about management training, television production, audio techniques and announcer training. Awards of Merit were presented to Chris Fabry of the Moody Broadcasting Network and Leesa B. Cherry of WTLW-TV/Lima (Ohio). A two-hour tour was conducted of WCFC-TV 38/Chicago, where NRB first vice-president Jerry Rose is president. A 20-minute small group "prayer and share" time was scheduled on the conference's final morning.

## Dunlap Promoted to Administrative Assistant

MORRISTOWN, N.J. (NRB)—Anne Dunlap, the secretary for NRB executive  
*(continued on page 32)*



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(Circle 111 on the Reader Service Card)

# The Seduction of the Secondary

*The Word of God commends our efforts to reach millions through communications but challenges us to get rid of the "secondary"*

by Lloyd John Ogilvie

**A**S CHRISTIAN broadcasters, we all face what I call the "seduction of the secondary." The secondary is the means of the ministry, what it takes to plan, produce, syndicate and finance a media ministry. The secondary is a beguiling temptation. We can become so immersed in market reports, ratings, mail response and financial concerns that we forget our reason for being on the air.

There's a heady glamour in the media world. It's exciting to know that we are speaking to millions of people. High public profile can be narcotic. Ratings can become a tabulation of our worth and an ever-increasing expansion, a sign of success. Competition with other broadcasters can obsess us, and constant financial pressures can lead us to manipulative techniques which focus our viewers as givers rather than persons. Increased audiences become only the basis for even further expansion.

It's somewhere in the process of being seduced by the secondary that we become satisfied with it. "That's the way it is!" we rationalize. We reason that a media ministry requires the secular media's methods and measurements. We turn to secular image builders, promotion experts and marketing authorities. Hard-sell letters are written; we cry "wolf" in our appeals and threaten viewers with the removal of our pro-

grams from their area. The result of this on the American people who listen to our many voices of impassioned appeals is that we are raising up a generation of Christian givers who respond only to crises and do not have gratitude and love as the motivation of stewardship.

The seduction of and satisfaction with the secondary eventually leads to submission to it. Winston Churchill said, "We build our houses and then our houses build us." For us in Christian broadcasting, it might be worded differently: "We shape our media ministries and then they shape us." Christ and the needs of people are shifted from the top of our agendas, and before we realize it, we become engulfed in the fast-moving currents of promoting our ministries. Often we can be carried away from our initial vision and purpose—even Christ.

An ever-increasing experience of Christ's fullness to meet our own personal needs will prepare us to communicate Christ with impellent joy and power to fill the emptiness of the American people. Deep personal conversations with fellow Christian broadcasters convince me that what happened to me last summer is the great need in all of us.

## Not Letting Go

One Sunday morning, while I was on my study leave in Edinburgh, Scotland, I had a rare opportunity to worship as a participant in the pew. Seated in the

balcony of the Holyrood Abbey Church, I received two messages that morning. One was delivered by the pastor; the other was communicated by a radiant young woman seated a few pews from me.

Her face was beaming and her crystal blue eyes sparkled with joy. The woman's love for Christ was evident all through the service. She followed the pastor's sermon with obvious understanding and delight. She exuded the excitement of a person filled with Christ's Spirit.

At the conclusion of the service, we all stood to sing George Matheson's "Oh Love That Will Not Let Me Go." The song was written by the great Scots' preacher at a time when he was going blind and his fiancée had told him she would not marry him because of his handicap.

The woman near me sang the hymn with magnificent enthusiasm. Then I noticed she was holding a large, odd-shaped hymnal unlike those being used by the rest of us. Instead of looking at the page as she sang, she traced her finger back and forth across it, fingering some protruding symbols. To my amazement, I realized that it was a braille hymn book.

The woman was blind! I was moved to tears as I sang. Here was a blind woman who saw so much more of Christ with the eyes of the heart, singing a hymn written by a blind Scottish divine about an indefatigable love that endures unchanged



in spite of life's circumstances.

The words of the hymn rang in my heart as I left the sanctuary:

"Oh love that will not let me go, I rest my weary soul in Thee; I give Thee back the life I owe; that in Thine ocean depths its flow may richer, fuller be."

A conviction of thirty-five years gripped me afresh. The Christian life is essentially a love relationship with Christ. He is unqualified love. Like the renewal of a human love relationship, I realized once again how much I love Him and long to be consistently empowered by His Spirit for the immense challenges and opportunities as a Christian media communicator. Only what we constantly rediscover for ourselves can be reproduced in others through our media ministries. It's not only true for us who minister in front of cameras or behind radio microphones; it's also the aching need of the people in our media ministry organizations—producers, directors, technicians, station owners and operators, and the host of helpers who enable us to reach out to people.

## Ridding the Secondary

The Lord is concerned about what might be happening to us in the midst of the ministry. The Word of the Lord to us is the same as He spoke through the apostle John to the Ephesian church in Revelation 2:1-7. It stabs us awake to our submission to the secondary. He commends our labor to reach millions, our efforts to combat evil, and our vigilance to expose falsehood. But our great, constant need as broadcasters is to be renewed by repentance of our self-generated wish-dreams for our ministries and confess our total dependence on Christ for His indwelling power and guidance to do things His way, on His timing and with the resources He provides.

Just as any movement, local congregation or mission needs a rebirth of power after its initial launching and growth, so too the Christian broadcasting industry is being called to a reviving—a falling in love with Christ again. We need a new humbling of ourselves, an unprecedented oneness in Him among ourselves that supercedes our brash polarization and bland pluralism. We need an outpouring and infilling of the Spirit. The seduction of the sec-

ondary is nothing other than incarceration in Satan's concentration camp. And the Lord, our first love, wants to set us free!

Matheson's assurance that the Lord's love will not let us go is not only comforting, but challenging. He will not let us go for long in our satisfaction or submission to the secondary. He loves us and the world He wants to reach through us too much for that.

NRB

## The Ten Commitments for Lloyd Ogilvie Media Ministries

*Adopted by the Board of Directors*

As Board of Directors of the Lloyd Ogilvie Media Ministries, we have been led by our Lord to establish basic commitments for the development of the communication of the Gospel through media. These have been evolved in consultation with Lloyd Ogilvie and will be reflected in the content, production and procedures of the ministry. We seek to be good stewards of the intimacy afforded a media communicator with his viewers and listeners. The one to one, personal impact of the media requires a clear strategy of how to care about people and their needs. This has profound implications for how financial support is enlisted. The following commitments were made to our Lord in response to His guidance.

1. We are committed to listen to people and their needs and then to listen to the Lord for His answers in the Bible for their most urgent questions and profound concerns. We will ask people to enter into dialogue by sending Dr. Ogilvie their questions and concerns so that he can really care for them. The program format and content shall be biblically rooted, Christ-centered, Holy Spirit-empowered and empathetically responsive to the needs of people.

2. We are committed to reaching non-religious America as our primary target audience. Our profound concern is for people who are distant from God, disaffected by religion and dissatisfied with their lives, longing to discover life as it was meant to be.

3. We are committed to communicate the Gospel by an exposition of the Word of God revelationally and relationally. Having listened to people, we want to communicate the abundant life in Christ as an adventure, enabling them to experience His limitless grace, accept themselves, affirm other people and become involved as faithful and

obedient disciples in the world.

4. We accept the awesome gift of intimacy afforded a media communicator with his viewers and listeners and are committed never to misuse that trust by manipulative methods of fundraising.

5. We are committed to enlist financial support from viewers and listeners only to help reproduce in others what has happened to them through the program. The desire to multiply in others the hope and encouragement a viewer or listener has received will be the basic thrust and gratitude to the Lord the only motive.

6. We are committed to offer to send people only those materials, books, tapes and devotional guides which will help them to meet Christ, grow in grace, receive His indwelling power, and become communicators of hope to others.

7. We are committed to move into new areas whenever a local support team has been established that desires to bring the program to its area.

8. We are committed to promote mission causes and programs to meet human need and suffering and will channel to the organizations or agencies for which solicitation of contributions was made all funds raised from specific appeals.

9. We are committed to a strategy of mail response to viewer and listener letters which is prompt and personal. Salient portions of all letters will be given to Dr. Ogilvie for personal prayer so that he can be authentic in promising to pray for people who write to him.

10. We are committed as a Board of Directors to oversee the maintenance and expansion of the ministry and supervise all financial affairs to assure the implementation of the above commitments.

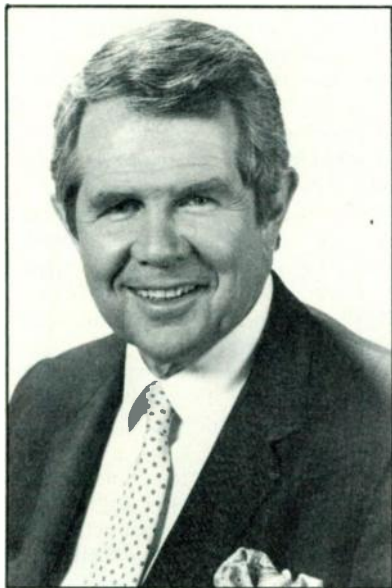


Lloyd John Ogilvie, keynote speaker for NRB '86, is pastor of the First Presbyterian Church in Hollywood, California. He has a nationally aired radio and television program called Let God Love You.



## NRB '86

# Changing Lives to Change the World



NRB '86 participants, clockwise from left: Pat Robertson, The New Gaither Vocal Band (Mike English, Bill Gaither, Gary Mc Spadden, Larnelle Harris), Sandi Patti, James Dobson.

by Daniel J. Nicholas

**T**HE HOLY BIBLE mentions this world and the believer's response to its influences no less than 250 times. The word "love" appears as part of more than 500 verses.

One of the Scriptures' best-loved verses says, "For God so loved the world, that He gave His only begotten Son, that whoever believes in Him should not perish, but have eternal life." (John 3:16, NASB) The combination of "world" and a personal "love" from God indicates that, to be effective, the church and media ministries have to be in the business of "changing lives to change the world."

Organizers of the NRB 43rd Annual Convention and Exposition, which will be held February 2-5 in Washington, D.C., have chosen those words—"Changing Lives to Change the

World"—to explain what they want to communicate to the world this year.

### Changing Lives

The keynote speaker, Lloyd John Ogilvie, pastor of the First Presbyterian Church in Hollywood, California, will interpret that theme and set the tone for the balance of the four-day gathering on Monday morning, February 3. His weekly broadcast, *Let God Love You*, draws attention to the need for evangelical renewal in America and around the world. Ogilvie calls the 1980s "a dynamic decade of spiritual renaissance" and sees a positive role for Christian media, especially television. "I believe we can communicate the Gospel in a fresh and compelling way," he said. Ogilvie is also a best-selling Christian author.

By the time Ogilvie speaks, the convention will already be moving full-steam

ahead. On Sunday morning, February 2, Dan Betzer, speaker for the past seven years on *Revivaltime*, will preach at the popular convention morning worship service. *Revivaltime*, the 30-minute weekly radio ministry, is an evangelistic outreach of the Assemblies of God in Springfield, Missouri. The program can be heard on 565 U.S. radio stations and in 100 countries.

Joni Eareckson Tada will sing at the same worship service. A recording artist whose albums include *Joni's Song* and *Spirit Wings*, Joni has been known and loved by Christians for a decade. Her daily radio broadcast, *Joni and Friends*, is carried by more than 200 stations. The radio broadcast and ministry organization (*Joni and Friends*, founded in 1979) are dedicated to sharpening the focus on and response to disability, especially by churches. Joni, who spoke at the 1984 NRB Congressional Breakfast, will also



# NRB86

NATIONAL RELIGIOUS BROADCASTERS



# 43RD ANNUAL CONVENTION & EXPOSITION

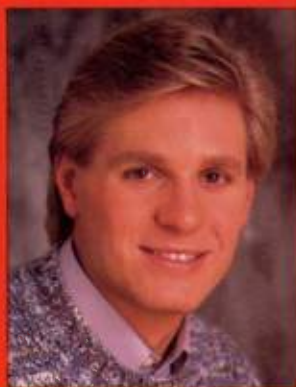
FEBRUARY 2-5, 1986  
WASHINGTON, D.C.

# CHANGING LIVES



PAT ROBERTSON  
SANDI PATTI  
LLOYD OGILVIE

## TO CHANGE THE WORLD



JAMES DOBSON  
STEVE GREEN

The Sheraton Washington Hotel in Washington, D.C., is the site of the National Religious Broadcasters 45th Annual Convention & Exposition. The four-day event is the largest 1986 gathering of religious broadcasting industry professionals in the nation. You will join more than 4,000 attendees from across the United States and 30 foreign countries for a program designed to meet the needs of your growing organization. The plenaries provide motivation, the workshops educate and share common experiences and solutions, the exposition gives you access to the equipment and services that will set the trends for 1986 and beyond.



**M**ore than 1,500 exhibit personnel representing over 500 organizations will be present to provide information, answer questions and demonstrate their products. This hands-on face-to-face interaction is invaluable if you're serious about the products and services on which your organization depends.

The three-hall, 100,000-square-foot exposition is designed for easy access during the convention on the lower level of the Sheraton Washington. The halls will allow an anticipated 6,000 expo attendees to move around freely while accommodating one-on-one discussion with the vendors, all without feeling rushed.



**N**ATIONAL RELIGIOUS BROADCASTERS has been the voice of religious broadcasting since 1944, providing an effective means of communication between broadcasters themselves and a direct line to the government agencies that directly affect their work. Through our annual convention, regional conventions, Religious Broadcasting magazine, the Directory of Religious Broadcasting and an unsurpassed tape library on Christian media, NRB keeps its members current on developments in technology, programming and legislation. Over 1,100 organizations benefit from the personal concern and service of National Religious Broadcasters.



**T**he 1986 workshop sessions will feature 40 workshops with more than 140 professionals leading in presentations and panel discussions. Sessions are held for program producers, commercial and non-commercial owners and operators, television, public relations and six other areas of expertise. Topics will include sales, music licensing, station management, music video and satellite communications systems. And a series of workshops is included especially for the spouses of broadcasters.

## Convention Schedule

### Sunday, February 2

- 10:30 am Opening Worship Service  
Music: Joni Eareckson Tada  
Speaker: Dan Betzer
- 12:00 pm Registration Opens
- 2:00 pm Hispanic Concert
- 3:00 pm Black Broadcasters Concert
- 7:00 pm Evening Plenary Session  
Song Leader: Doug Oldham  
Music: New Gaither Vocal Band  
Speaker: James Dobson
- 9:30 pm NRB Television Committee Reception

### Monday, February 3

- 8:00 am Prayer Time
- 8:00 am Registration
- 8:45 am Media Expo Grand Opening
- 9:00 am Keynote Plenary Session  
Address: Robert A. Cook,  
President of NRB  
Music: New Gaither Vocal Band  
Keynote Speaker: Lloyd John Ogilvie
- 11:00 am Workshop Session I
- 12:30 pm Board of Directors/Chapter Officers Luncheon
- 2:00 pm Presidential Plenary Session
- 3:45 pm Workshop Session II
- 7:00 pm Evening Plenary  
Music: Communique Singers and Orchestra  
of Northwestern College, St. Paul, Minn.

### Tuesday, February 4

- 6:30 am Prayer Time
- 7:00 am Registration
- 7:15 am Annual Congressional Breakfast  
Music: Communique Singers and Orchestra  
of Northwestern College, St. Paul, Minn.  
Annual Debate: "Church and State"
- 9:00 am Media Expo
- 9:30 am Workshop Session III
- 11:00 am NRB Business Meeting I
- 12:30 pm FCC Luncheon  
Music: Steve Green
- 6:00 pm International Banquet
- 8:00 pm Concert: Sparrow 10th Anniversary Celebration

### Wednesday, February 5

- 8:00 am Prayer Time
- 8:00 am Registration
- 9:00 am Media Expo
- 9:30 am Workshop Session IV
- 11:00 am NRB Business Meeting II
- 7:00 pm Anniversary Banquet  
Music: Sandi Patti  
Address: Dr. M. G. "Pat" Robertson



# NRB 1986 Workshops

## Program Producers

Convenor: Al Sanders, Ambassador Advertising Agency

### I. How Would Jesus Have Used the Media?

Bill Buttnerworth, "Insight for Living"  
Paul Evans, "Haven of Rest"  
David Mains, "Chapel of the Air"  
Paul Van Gorder, "Radio Bible Class"/"Day of Discovery"

### II. Formats & Features: Trends in Broadcasting

David Jeremiah, "Turning Point" (Radio/TV), Scott Memorial Baptist Church, San Diego, CA  
Jon Campbell, Ambassador Advertising Agency  
Anthony Evans, "The Urban Alternative," Oakcliff Bible Fellowship, Dallas, TX  
John C. Willke, "Pro-Life Perspective," National Right to Life

### III. Synergizing with Strategic Specialists

Bruce Dunn, "The Grace Worship Hour," Grace Presbyterian Church, Peoria, IL  
Donald Bishop, Penn Lithographics, Cerritos, CA, "How to Get the Most from Your Printing Dollar"  
Thomas McCabe, Waleoord, Killion, McCabe, Dallas, TX, "How to Approach Your Donor Base"  
Ed Netland, Nelson Resource Management, Nashville, TN, "How to Use Premiums"  
Robert Straton, Walter F. Bennett Agency, Philadelphia, PA, "How to Relate to Your Agency"

### IV. Let's Address the Issues!

Non-Duplication/Exclusivity: The Dangerous "Path" of Rate "Hikes"; New Methods of Distribution: Integrity and Fiscal Responsibilities (How you pay your bills)  
Al Sanders, Ambassador Advertising Agency  
David Breese, "Christian Destiny"  
Brian Erickson, "Back to the Bible Broadcast"

## Commercial Station Owners & Operators

Convenor: Fletcher Anderson, Salem Broadcasting

### I. Sales

Hiring, Training, Motivation, Collection  
Frank Franciosi

### II. Music Licensing

Current Negotiations, "Blanket" Licensing  
"Per Program" Basis  
Ed Atsinger

### Christian Radio Station Managers' Survey

Special report on marketing analysis conducted by Dr. Paul Virts, Manager of Research Marketing Department, CBN  
Programming format mix  
Perceived listener needs  
Future planning and development

### III. Program and Station Promotion

Stations, programmers, agencies, economics and joint efforts  
Jack Davis

### IV. Solutions for Station Problems

Non-duplication, Format (Contemporary vs. Traditional), Government Regulations  
Bill Blount

## Non-commercial Owners & Operators

Convenor: Mike Maddex, WEEC/Springfield, OH

### I. Fund-Raising Alternatives for 1986

John Waleoord, Waleoord, Killion, McCabe, Dallas, TX

### II. Managing a Non-commercial Station

Wayne Pederson, KTIS/Minneapolis, MN

### III. Local vs. Network Programming

Joe Emert, WAKW/Cincinnati, OH  
Char Binkley, WBCL/Ft. Wayne, IN  
Johanna Fisher, KCBJ/Dallas, TX  
John Maddex, Moody Bible Institute  
Ray Turkington

### IV. How to Solve Critical Problems (Open Forum)

Mike Maddex, WEEC/Springfield, OH  
Arnold Bracy, WMPC/Lapeer, MI  
Tom Hesse, KNIS/Carson City, NV  
Robert Neff, Moody Bible Institute

## Television

Convenor: Ron Mighell, WTLW/Lima, OH

### II. Video Teaching Tapes

William Hull  
Magazine/News  
Glenn Plummer  
Broadcast Engineering/Management  
William Thompson  
Children's Program  
Ray Wilson

### III. New Technology

Ted Baehr  
Marketing/Syndication  
Elmer Bueno  
Computer/Data Management  
Jack Hightower  
Post Production  
Heather Sholl

Tuesday, 3:00-4:15 pm

### Music Video

Ted Baehr  
Legal Questions and Answers

Russ Bixler

### Black National Program

Glenn Plummer and William Thompson  
Cable TV for Beginners  
Ray Wilson

### IV. Television in 1995

David Clark  
Film Financing  
Paul Kurtz  
Sales Techniques for Broadcasting  
Thomas Smith

## Contemporary Technology

Convenor: Ron Bartlebaugh, WCRF/Cleveland

### I. Expanding Your FM Broadcast Via Translator

Locating and organizing groups to purchase and operate translators; FCC licensing requirements; equipment requirements; predicting coverage areas; multiple translator operations; keeping the translator operating

### II. Efficient Tape Duplication and Distribution

How good does the master tape have to be?; reel-to-reel vs. cassette; locating a good advertising agency; duplicating tapes for best results; using the computer as a distribution tool

### III. Satellite Technology Update

What's the best satellite system for my budget?; Who isn't using satellite technology?; How do I receive more than one satellite signal?; Do I need to license my receive dish with the FCC?; What about the upcoming Direct Broadcast Satellite?; How can I keep up with the ever-changing field of satellite communications?

### IV. Selecting and Communicating with Engineers

Locating the competent engineer; how to determine competency levels; salary structures for engineering personnel; understanding the engineer's language; making the engineer understand your language; how to keep a good engineer; should you use a contract engineer?

## International Broadcasting

Convenor: Al Byrne, Far East Broadcasting Company

### I. Program Producers—Let's Share Some Ideas!

### II. So You Are Thinking of Going Into International Broadcasting—What Now?

### III. What Program Producers and International Stations Need from Each Other

## Black Broadcasters

Convenor: B. Sam Hart, "Grand Old Gospel Hour"

### I. How to Put Together a Quality Broadcast

Howard O. Jones, "Hour of Freedom," Oberlin, OH

### II. Joint Ventures in Purchasing Broadcast Facilities

Amir Khan, President, Universal Communications, Inc., Marlton, NJ

### III. So You Want to Get into Broadcasting? (All the Questions You Have and Didn't Know Who to Ask)

B. Sam Hart, Director, Grand Old Gospel Hour, Philadelphia, PA  
Tom Harvey Moffit, president, Tom Harvey Agency/WVCH, WTLN

### IV. Music—A Source of Ministry (Determining Your Audience)

Clay Evans, What a Fellowship Hour, Chicago, IL

## Public Relations

Convenor: Julieen Turnage, The Assemblies of God

### I. Handling Controversy

The session will explore how Christian groups and institutions can handle crises and controversies with the press  
Ed Plowman, freelance journalist

### II. Staffing the Christian Public Relations Office

Discusses selecting and training public relations staff for the Christian organization. Looks at needs and responsibilities of the office.  
Leon Ferraez, Director of National Communications, Salvation Army

### III. Beyond the News Release: Conducting the News Event

Focuses on how, when, and why to schedule news conferences and other special events to gain exposure  
James Jewell, Director of Public Relations, Prison Fellowship

### IV. Public Relations Servicing the Electronic Media

Explores ways for public relations practitioners to provide news and services to radio and television. Expectations and needs of these media will be presented  
Jonathan Peterson, Religion News Editor, United Press International Radio Network

## The Christian Woman

Four practical workshops designed to help 20th century women make the Old Testament concept of becoming a handmaiden of the Lord work in their homes and in their lives.

Leading the workshops will be author, recording artist and the founder of *Joni and Friends*, *Joni Eareckson Tada*. Also moderating this series will be best-selling author *Karen Mains*, who is heard regularly on the radio program "Chapel of the Air."

## Intercollegiate Religious Broadcasters

Convenor: Hugh Smith, Heritage School of Evangelism and Communication

### Saturday, 1:30-3:00 pm

Teaching the New Technologies

### Saturday, 3:30-5:00 pm

Marketing Research: Its Impact on Broadcast Education

### Sunday, 2:30-4:00 pm

Station Manager Panel: What Employers Are Looking For  
I. Creative Approaches to Radio Ministry

## Hispanic Broadcasters

Convenor: H. O. Espinoza  
Ministry to the Family through Radio/TV

Use of Scripture by Media  
Equipment for Churches and Low Power Television

Establishment and Management of Ministry Stations

Fundraising for Radio/TV Ministries  
Producing Better Programs

Best Approaches to Radio/TV Programming



# CONVENTION REGISTRATION

**Instructions:**

1. Use a separate registration form for each person. (Please use a separate form for your spouse.)
2. Please fill out the form completely. All information is vital for expediting your registration.
3. Registration fees are listed below. Member rates apply only to members whose dues are current.
4. Organizations with five full registrations may use the corresponding spouse rate on the sixth and succeeding full registrations.
5. Make checks payable to National Religious Broadcasters. Mail completed form with your check to NRB, CN 1926, Morristown, NJ 07960.

**Registration fee includes reserved seating at the Congressional Breakfast, FCC Luncheon, and Anniversary Banquet, plus admission to all workshops and 1986 Media Exposition. Meal function seating is assigned in the order registrations are received.**

\*Faculty/Student rates are only available to members of the Intercollegiate Religious Broadcasters whose dues are current. The \$55 registration fee does not include tickets to the Congressional Breakfast, FCC Luncheon and Anniversary Banquet.

Advance registration must be paid in full in U.S. dollars to qualify for reduced rates. No refund requests will be accepted after Jan. 17, 1986. No refunds will be issued before Feb. 10.

**Name** \_\_\_\_\_  
 Dr.  Mr.  Rev.  Miss  Mrs.  Ms.

**Nickname** \_\_\_\_\_

**Organization** \_\_\_\_\_

**Address** \_\_\_\_\_

**City/State/Zip** \_\_\_\_\_

**Telephone (Area Code/Number)** \_\_\_\_\_

**Number of years attending NRB convention (including 1986)** \_\_\_\_\_

	deadline Jan. 17	On-site
NRB Member	— @\$205	— @\$255
Member Spouse	— @\$125	— @\$175
Non-Member	— @\$315	— @\$365
Non-Member Spouse	— @\$205	— @\$255
*Faculty/Student	— @\$120	— @\$120
*Faculty/Student	— @\$ 55	— @\$ 55
Total Amount Enclosed:	\$ _____	

**Check appropriate box(es):**  NRB Member  
 Non-member  Exhibitor

Please charge my:  Visa  MasterCard  
 Card # \_\_\_\_\_  
 Signature \_\_\_\_\_  
 Expires \_\_\_\_\_

**Title/Job Function: (Please check only one.)**

Engineer/Technical  President/Director  
 Speaker/Announcer  Owner/Operator  
 Manager  Program Producer  
 Faculty/Student  Other \_\_\_\_\_

- Please send \_\_\_\_\_ additional registrations.
- Please send NRB Membership information.
- I'm interested in being considered for NRB membership. Please call me.

**Primary Medium: (Please check only one.)**

Radio  Video  
 TV/Cable  Print  
 Film  Other \_\_\_\_\_  
 Records/Audio Cass.

For Presidential Security Clearance

SOCIAL SECURITY NUMBER

\_\_\_\_\_

MONTH/DAY/YEAR OF BIRTH

\_\_\_\_\_

**NATIONAL RELIGIOUS BROADCASTERS CN 1926, Morristown, NJ 07960 201/428-5400**

## HOTEL/TRAVEL INFORMATION

### HOTELS

The NRB time-honored tradition of outstanding convention facilities and hotel accommodations will continue in 1986. The Sheraton Washington Hotel will again serve as headquarters for our National Convention & Exposition. The Sheraton's three-hall 100,000 square-foot exposition area is one of the largest hotel facilities on the east coast. Its 33 meeting rooms allow for a full array of workshops, press conferences and meetings as well as private functions. In addition, four critically acclaimed hotels, conveniently located to the Sheraton, will serve NRB '86 attendees in their own unique style. Reservations for each should be made using the form provided on page seven.

#### **Sheraton Washington Hotel**

The award-winning Sheraton Washington, situated in north west Washington, D.C., is just 20 minutes from Washington National Airport and Union Station, 45 minutes from Dulles International Airport. The 1,505 room hotel, with 125 suites, sits on a 16-acre campus which includes five restaurants, newsstand, drugstore, beauty salon, barber shop, post office, notary public, concierge and indoor parking (\$6 a day). The Metro subway station directly outside provides quick and affordable transportation to most of city as well as National Airport and Union Station. All major credit cards are accepted.

#### **Connecticut Avenue Days Inn**

A few minutes up Connecticut Avenue the Connecticut Avenue Days Inn gives travelers what they're looking for—value. Without compromising service and comfort a guest can relax in one of 155 designer decorated rooms. Even the little things like free parking and a complimentary continental breakfast are included. The Metro and taxis connect you with the Sheraton Washington and the rest of the city anytime of the day or night. All major credit cards are accepted.

#### **Connecticut Avenue Club**

Quietly nestled across Connecticut Avenue, the Connecticut Avenue Club is for attendees that enjoy a European-style full service hotel and appreciate its 19th Century style tradition. Even the most demanding travelers will approve of the hardwood furniture that surrounds them and the complimentary morning paper, oversized towels and terry cloth robes that are standard. The restaurant features Mandarin Chinese cuisine and can accommodate small dinner parties in private dining rooms. Free parking is included. All major credit cards are accepted.

#### **Normandy Inn**

Old world ambiance a few blocks from the Sheraton Washington. The quiet luxury of a small European hotel with the convenience of being minutes from Washington's finest restaurants and other landmarks. Underground parking and limousine and car rental are available. All major credit cards are accepted.

#### **The Shoreham**

A few steps from the Sheraton Washington, the Shoreham's 11-acre campus is in Washington's Rock Creek Park. The traditional 8-story hotel, with 770 guest rooms including 41 suites, provides four restaurants and lounges for the convenience of their guests. A newsstand, florist and gift shop are also on the premises. All major credit cards are accepted.

### TRAVEL

Make all your travel plans with one toll-free call to MTS Travel, the official travel agency of the 1986 NRB Convention & Exposition. With three offices designated to handle NRB '86, MTS can meet your specific travel needs and save you 30-40 percent off your coach round-trip air ticket. Call MTS Travel and ask the convention desk for their lowest fares to NRB '86.

#### **MTS Travel/Wheaton, IL**

Tel. No. 312/690-7320

Toll Free 800/323-9402 (outside IL)

#### **MTS/Bloomfield, NJ**

Tel. No. 201/338-4000

Toll Free 800/526-6278 (Outside NJ)

#### **MTS Travel/Claremont, CA**

Tel. No. 714/621-0947

Toll Free 800/854-7979 (outside CA)

Toll Free 800/472-4235 (CA only)



# APPLICATION FOR HOTEL RESERVATIONS

## Hotel Rates

	single	double	triple	quad	suites
Sheraton	\$75, \$82, \$86	\$90, \$97, \$101	\$105, \$112, \$116	\$120, \$127, \$131	call NRB
Days Inn	\$50	\$55	\$58	\$61	
Normandy	\$53	\$63	\$73		\$125
Connecticut Avenue Club	\$65	\$80	\$110, \$120	\$110, \$120	\$100-\$120
Shoreham	\$88, \$98	\$108, \$118	\$128, \$138	\$148, \$158	\$275-\$800

## PLEASE RESERVE THE FOLLOWING ACCOMMODATIONS:

### Individual Requesting Reservations:

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_ Zip \_\_\_\_\_

- |                                       |                                       |
|---------------------------------------|---------------------------------------|
| _____ Single room (1 bed)<br>1 person | _____ Triple room<br>3 people         |
| _____ Double room (1 bed)<br>2 people | _____ Quad room<br>4 people           |
| _____ Twin room (2 beds)<br>2 people  | _____ Parlor + 1 bedroom<br>2 people  |
|                                       | _____ Parlor + 2 bedrooms<br>4 people |

1st choice Hotel \_\_\_\_\_ 2nd choice Hotel \_\_\_\_\_ 3rd choice Hotel \_\_\_\_\_

ARRIVAL DATE \_\_\_\_\_ Hour (A.M.) \_\_\_\_\_ (P.M.) \_\_\_\_\_  
 DEPARTURE DATE \_\_\_\_\_ Hour (A.M.) \_\_\_\_\_ (P.M.) \_\_\_\_\_

### NAMES AND ADDRESSES OF ALL OCCUPANTS OF ROOMS: Incomplete information will delay assignment of space.

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_ Zip \_\_\_\_\_

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_ Zip \_\_\_\_\_

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_ Zip \_\_\_\_\_

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_ Zip \_\_\_\_\_

## MAIL TO:

NRB Housing Bureau  
 1575 Eye St., N.W., Suite 250  
 Washington, D.C. 20005

RESERVATIONS MUST BE RECEIVED  
 NO LATER THAN JANUARY 5, 1986.  
 NO CALLS TO HOUSING BUREAU PLEASE.

## INSTRUCTIONS

1. Reservation requests must be sent to the NRB HOUSING BUREAU, 1575 Eye St., N.W., Suite 250, Washington, D.C.
2. Please make all changes and cancellations through Housing Bureau.
3. Indicate 1st, 2nd, and 3rd choices. Room assignments will be made in order received. If hotels of your choice are filled, the Housing Bureau will make the best possible arrangements elsewhere.
4. Single rooms are very limited. Your chances of securing accommodations at the hotel of your choice will be much better if your request calls for rooms to be occupied by two or more persons.
5. Be sure to list definite arrival and departure date and time.
6. Be sure to list **all** names and addresses of occupants of rooms. Assignment is delayed until complete information is received.
7. Hotel reservation will be held **only until 4:00 P.M.** unless otherwise specified.
8. No telephone calls to Housing Bureau—please.
9. **Do not send checks to Housing Bureau—Bureau will notify if deposit is required.**



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# CONVENTION

*As the Holy Bible challenges this generation to reach out to impact the world for Jesus Christ, many Christian leaders are deciding NRB is the place to be in 1986.*

lead The Christian Woman Workshops with author Karen B. Mains.

## **Changing Families**

The convention speaker on Sunday night, February 2, will be James Dobson. A psychologist and best-selling Christian author on family and parenting issues, Dobson hosts the daily half-hour radio program, *Focus on the Family*. The popular interview and discussion program started in 1977 on fewer than 60 stations. It now can be heard on more than 700 radio outlets in North America and overseas via the U.S. Armed Forces Radio Network. *James Dobson Commentary*, a fast-paced capsule on family life, was started in November 1984. Dobson is currently working on a new five-part film series, *Turn Your Heart Toward Home*, that will be presented briefly at NRB '86.

President Ronald Reagan and Vice President George Bush are being invited to speak Monday afternoon, as they did last February. Reagan could be making his fifth speech before an NRB national gathering and Bush his second.

A Dallas pastor, Anthony T. Evans of Oak Cliff Bible Fellowship, will preach at the Monday night plenary session. A 1982 doctoral recipient from Dallas Theological Seminary, Evans has served as an associate evangelist with the Grand Old Gospel Fellowship in Philadelphia. He helped organize and is vice-president of Black Evangelistic Enterprise, a national evangelistic and church-planting organization. A co-founder of Oak Cliff, he preaches weekly on radio and teaches in the pastoral ministries department of Dallas Theological Seminary.

Convention attendees should prepare their appetites for two special meal func-

tions scheduled for Tuesday. A TV media event on "Church and State" is planned for the Annual Congressional Breakfast. The event will rival the Kennedy-Falwell "debate" at NRB last February. The FCC Luncheon also promises to be a significant event. With FCC commissioners and staff present, FCC chairman Mark Fowler will be asked to participate as he did for NRB '85. FCC staff members will be available in a centrally located information booth to answer specific questions during the convention.

## **Changing the World**

Tuesday evening the world's best-known Hispanic evangelist, Luis Palau, will address those attending NRB's International Banquet. Palau gains new prominence daily as an international evangelist. At age 50, he has preached the Gospel of Jesus Christ to more than 5 million people in 37 nations and an additional 173 million through radio and television broadcasts. In 1982, Palau spoke at a "Thanksgiving '82" rally in Guatemala City that has already placed in history. Since 700,000 people attended, the group became the second largest ever to gather to hear an evangelistic preacher.

Sparrow Records, the Chatsworth, California-based music publishers, will present a two-and-a-half hour gospel concert on Tuesday night after the International Banquet. Three of Sparrow's most popular recording artists will be featured. Michael Card will be joined by a string quartet. Steve Green will be accompanied by the 200-voice National Christian choir of Vienna, Virginia, in premiering a new musical called "A Mighty Fortress." Scott Wesley Brown, who plans to release a new album next

month, will round out the evening concert.

Other outstanding musicians, representing the best of contemporary and traditional Christian music, will add extra sparkle to the annual convention. These include Sandi Patti, who will sing Wednesday night at the Anniversary Banquet; Doug Oldham, who is returning to the NRB podium as convention music leader; The New Gaither Vocal Band; and The Communique Singers of Northwestern College.

## **Changing Ministries**

The Christian Broadcasting Network founder and president M. G. (Pat) Robertson will speak at the 43rd Anniversary Banquet Wednesday night. The banquet will conclude what organizers expect will be the "finest conference of its kind ever held for Christian leaders." Robertson started in broadcasting a quarter century ago. In 1961, just six years after finishing a Yale University law degree, Robertson invested \$70 in a defunct Virginia TV station and eventually built it into a major international broadcasting corporation that today does God's business in 60 nations. CBN and Robertson's daily talk show, *The 700 Club*, are seen in more than 30 million U.S. homes. Robertson has been prayerfully considering entering the 1988 race for President of the United States.

The Holy Bible challenges this generation to reach out and "Change Lives to Change the World," and many Christian leaders are deciding that the NRB Annual Convention and Exposition is *the* place to start. **NRB**

*Daniel J. Nicholas is associate editor of RELIGIOUS BROADCASTING magazine.*

## NRB '86

# Expo Reflects Technological Advances

by Michael Glenn



*The 1985 Expo was a sellout with 243 companies participating. This year 357 booths will be available — 20 more than last year — and the Expo is expected to sell out again. Covering over 100,000 square feet, the Expo will present a wide variety of broadcast services and equipment.*



**I**N AN ERA when technological advances are yielding an amazing display of innovation and growth, it is not surprising that media exhibitors are generating tremendous interest in the broadcast industry. For the broadcaster involved in spreading the Gospel of Jesus Christ, there is one annual exhibition that is particularly exciting—NRB Expo '86 held during the 43rd Annual Convention of National Religious Broadcasters, February 2-5 at the Sheraton Washington Hotel in Washington, D.C.

Designed specifically to address the interests of religious broadcasters, NRB Expo '86 will cover over 100,000 square feet in the downstairs exhibition hall of the hotel. The latest in broadcast equipment will be featured there as well as exhibits of new program production, broadcast-related publishing, satellite services, computers, agencies, public relations, fundraising, gospel music, education, missions and other broadcast management services.

Trends in recent years reflected at the NRB Expo have been toward diversification and growth in numbers of exhibits. Within the last five years, the NRB Expo has gone from 40 percent of the exhibits offering only broadcast-related equipment to 22 percent of the exhibits offering broadcast-related equipment (NRB Expo '86, as of October 1985). Consequently, there will be a greater percentage of other broadcast-related services represented, many of which are specifically geared toward gospel broadcasting services.

Growth has pushed the available



## NRB Expo '86 Hours

Monday, Feb. 3, 1986  
9 am - 6 pm

Tuesday, Feb. 4, 1986  
9 am - 7 pm

Wednesday, Feb. 5, 1986  
9 am - 3 pm

space to the maximum, and last year the NRB Expo was a sellout with 243 companies represented by 337 booths. This year there will be 357 booths available, and the Expo is expected to sell out again. The NRB exhibitors are kept abreast of the convention attendees' concerns with three or four newsletters a year which detail what is of vital interest to the gospel broadcaster.

Another trend has been toward larger, better-designed and more effective exhibits. At NRB Expo '86, some of the larger exhibitors will be Moody Broadcasting; PTL Network; Word of Faith; World Communications, offering satellite programming services; ViZion Video Systems, offering large screen projector systems; and Philips Television System.

The NRB Expo '86, accessible by two entrances, will be divided into three major areas designated by the colors red, blue and green for easy reference. We recommend that attendees see the Expo in a minimum of three visits in order to fully appreciate what it is offering—at least one visit per color-coded hall area. A cafe will be available in the exhibition hall as well as a buffet with tables and chairs set up in the atrium entrance to the hall.

In broadcasting, the constant flux of technology and services causes frequent and major changes which will affect everyone in the media sooner or later. For the Christian broadcaster—why not see the changes sooner through NRB Media Expo '86? NRB

*Michael Glenn has been the national convention exposition director for four years.*



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# NRB '86

## Workshops Address Broadcasting Needs

by Robert L. Armstrong



Photo courtesy of Bob DeVaul

**W**ORKSHOPS," explains Dr. Ben Armstrong, executive director of NRB, "represent the nuts and bolts approach to religious broadcasting. This is why an increasing flood of broadcasters comes to the convention. The payoff for them is that they become better informed and prepared to cope with challenges in their ministries."

In order to cope with challenges, broadcasters must be alerted to them before they occur. The NRB '86 workshops seek to keep the convention delegates in touch with what is current in government policies, research, technological advances and national trends. In this way gospel broadcasters are alerted to dangers, challenges or opportunities that arise each year.

A timely issue in broadcasting today, music licensing, will be a featured topic of the Commercial Station: Owners & Operators Workshop series led by Ed Atsinger, president of KDAR-FM/Oxnard (California). At last year's NRB annual convention, the Board of Directors empowered the NRB Religious Music Li-

ensing Committee to study the problems of inequities and demands of the music licensing agencies. Likely to be under question in the workshop series is the inequity of a "blanket licensing fee." Those religious stations that seldom broadcast music seek a more equitable "per-use fee."

The Contemporary Technology Workshops, coordinated by Ron Bartlebaugh of WCRF-AM/Cleveland (Ohio), seek to provide information in a field constantly revolutionized by new technologies. One such workshop, "Satellite Technology Update," examines an area of enormous impact on communications today, with such topics as "What's the Best Satellite System for My Budget?" and "How Can I Keep Up with the Ever-changing Field of Satellite Communications?"

Minority concerns will be addressed with Black and Hispanic Broadcasters Workshops. Clay Evans, speaker on *What a Fellowship Hour* in Chicago, Illinois, will discuss "Music—A Source of Ministry (Determining Your Audience)."

H. O. Espinoza of PROMESA in San Antonio, Texas, is coordinating workshops on Hispanic programming such as

"Producing Better Programs" and "Best Approaches to Radio/TV Programming."

The Christian Woman Workshops should be of particular interest to women broadcasters, as well as broadcasters' wives. Authors Karen Mains of *Chapel of the Air* in Wheaton, Illinois, and Joni Eareckson Tada, founder of *Joni and Friends* (Woodland Hills, California) will discuss the application of Old Testament biblical concepts to twentieth century Christian women.

The Program Producers Workshops, coordinated by overall NRB '86 workshops coordinator Al Sanders of Ambassador Advertising Agency in Fullerton, California, explore the content of religious broadcasting. Provocative topics planned include "How Would Jesus Have Used the Media?" with panelists Bill Butherworth of *Insight for Living* in Fullerton, California; Paul Evans of *Haven of Rest* in Los Angeles; David Mains of *Chapel of the Air*; and Paul Van Gorder of *Radio Bible Class/Day of Discovery* in Grand Rapids, Michigan.

Non-commercial Owners and Operators Workshops will focus on listener-



# CONVENTION

supported gospel radio with practical discussion on "Fundraising Alternatives for 1986," with John Walvoord of Walvoord, Killion & McCabe, in Dallas and "Managing a Non-commercial Station" with Wayne Pederson, general manager of KTIS/Minneapolis (Minnesota).

minated by Al Byrne of Far East Broadcasting Company (La Mirada, California) will discuss various topics including "So You Are Thinking of Going into International Broadcasting—What Now?"

Communications students, who are the future broadcasters of America, will

*The national convention will feature over 50 workshops designed for everyone in the broadcasting industry.*

The Music Workshop series will feature discussion on how Christian record companies relate to religious broadcasting today, featuring a panel of representatives from Christian record companies such as Sparrow, Benson and Word.

An area of broadcasting which is increasing in importance is public relations. The Public Relations Workshop series will feature such discussions as "Handling Controversy" with Ed Plowman, a freelance journalist, and "Beyond the News Release: Conducting the News Event" with James Jewell, director of public relations for Prison Fellowship.

NRB has a growing interest in global gospel broadcasting. A series of International Broadcasting Workshops, coordinated

by Hugh Smith of Heritage School of Evangelism and Communication. These workshops seek to help today's Christian student on both a practical and theoretical basis with "Station Managers' Panel: What Employers Are Looking For" and "Teaching the New Technologies."

These are only a few randomly chosen samples of over 50 workshops to be featured at the NRB Annual Convention in Washington, D.C. Certainly there's something for you! See the insert for a complete workshop listing. NRB

*Robert L. Armstrong, M.D., is program coordinator for the NRB '86 national convention.*



Photo courtesy of Bob DeVaal

New!

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Dr. James C. Dobson  
FOCUS ON THE FAMILY

## 1986's Top Ten Prospects for Christian Radio

*As stations prepare for the 1986 sales year, ten businesses will most likely realize the greatest results from advertising on inspirational formats*

by Gary Crossland

**T**HE MOST respected source for quality information regarding the buying habits of the American public, among those who buy radio for a living, is Simmons Market Research Bureau in New York. In an average local sales situation *any* authoritative data source may do. However, Simmons is the most widely accepted source of quality information for those selling to large-budget advertisers.

After synthesizing the data on Christian radio from Simmons, we at Soma have identified the top ten businesses that we believe will stand to profit most from traffic generated by Christian radio patrons.

### **Auto / Cycle Dealers**

Christian radio women *drive more* than female audiences of *any* other format. Keep in mind that Christian radio also has the highest percentage of female listeners (63.7 percent - spring 1985 Arbitron). This might explain why Christian women, per capita, own *more* cars (including more luxury cars) than any other audience in America. Overall, Christian radio adults rank second in new car ownership (79 percent above the national average).

Since Christian radio listeners own so

many automobiles (they rank second in ownership of three or more cars), it is difficult to find any category of automobile ownership in Simmons where Christian radio listeners don't excel, including used car ownership. (Christian radio women rank first in this category as well.)

Automobile dealers in your area may be especially prime for radio advertising because they are generally no stranger to advertising, especially print. Radio lends substantial support to newspaper advertising (particularly with price-and-item campaigns).

Motorcycles, especially dirt/street bikes, also rank very high on the Christian listener's shopping list (men buy 239 percent above the national average). Christian radio men are also more likely to buy tires this year than any other radio audience (19 percent above the national average).

### **Grocery Stores**

If we understand that the Christian radio family is at least 7 percent larger than the national average, we can understand why grocery stores are frequented more often by Christian radio listeners than almost any other type of radio audience. Christian radio listeners rank first or second in the nation for purchasing the following products (representing a cross-section of any supermarket):

gelatin, pudding, honey, margarine, syrup, ice cream, beans, hot and cold cereal, pasta, corn chips, health foods, eggs, bread, cake mix, flour, cream cheese, peanut butter, orange juice, mayonnaise, bacon, shortening, tuna, candy bars, and instant mashed potatoes.

Christian radio does play to one of the greatest concentrated audiences of grocery consumers in America.

### **Fast Food and Family Restaurants**

Christian radio audiences have consistently ranked very high year after year for consuming hamburger and chicken. Cafeterias are patronized more often by Christian radio listeners than any other type of audience. Steak houses run a close second. Chicken franchises are third.

### **Apparel**

Christian radio women constitute the heaviest buyers of apparel among all radio audiences. They rank first or second in the nation for purchases of jeans, \* maternity wear, \* fur coats, \* jackets or stoles, \* gloves, \* pant suits, cloth coats, raincoats, support stockings or hose, dresses, \* nightwear \* and slips. Christian radio listeners rank either first or second in purchases of men's apparel such as dress and sport shirts, jeans, slacks, summer and winter suits and warm-up suits.



# MARKETPLACE

The Christian audience ranks well above the average (21 percent above) for having children under six years old. Thus, it is understandable that Christian radio listeners are most likely to purchase infant outerwear, sleepwear and under-

women's cleansing cream (heavy), bath powders, women's cologne, diet control products, after shave, \* first-aid products, \* cough drops (women—heavy usage), denture cleaners, nasal sprays, cold and sinus remedies, \* arthritis pain

(women), radial arm saws, electric routers, \* electric sanders, \* handtool outfits, \* portable jig/saber saws, \* gas lawn mowers, \* riding lawn mowers and electric edgers. \* Christian radio listeners also rank first\* in home improvement purchases.

## Audio/Video Equipment

Product	% above the national average	rank among radio formats
Compact or console stereo bought in last 12 months	37	2
Spent over \$125.00	65	2
Speaker(s)	24	4
Cassette recorder/player*	37	3
Portable radio/tape player*	34	3
Reel-to-reel deck	26	2
Portable walkabout stereo bought in last 12 months	10	1
Televisions (own, borrow or rent one)	5	1
Video cassette recorder bought in last 12 months*	27	5
Turntable*	107	2
Amplifier/receiver	75	5
Blank cassette tapes (male - 7 or more in last 12 months)	64	2

wear. They are also most likely to buy toddler sleepwear, suits or dresses, outerwear, boots and swimsuits.

### Sporting Goods Stores

Overall, Christian radio listeners rank within the top five formats in their participation in almost every sport imaginable. They also rank either first or second for participation or equipment purchasing in the following sports: motorcycling, fishing, hunting, archery, handball, target shooting, ice skating, cycling, private plane flying, jogging, roller skating\* and camping.\*

Local sporting goods retailers will be prime for peak advertising beginning as early as April first.

### Drug Stores

Christian radio is a definite leader for those advertising both toiletries and remedies. We have included a partial list of the products for which Christian radio ranks first or second in the nation: shampoo (men), razor blades, \* women's disposable shavers, facial moisturizers,

remedies, lip balm, headache remedies, vitamins, all women's hair care products, \* breath sprays, toothpaste (heavy usage), \* aerosol and spray deodorants (men).

### Insurance Companies

Once again, the Christian radio audience ranks well above the average for buying insurance. For instance, they rank second for purchasing life insurance.\* (Christian radio men are first in the nation for purchasing separate whole life policies.) Christian radio listeners also rank second for purchasing health insurance from agents.

### Hardware Stores

Not one hardware store aisle lacks products that Christian radio listeners are most likely to buy. Listeners purchase exterior paints and stains from hardware stores more than any other type of radio audience. They also rank second for purchasing interior paint. This audience also ranks either first or second for purchases of automotive tools,\* vegetable seeds

### Fabric and Pattern Stores

Christian radio audiences rank second for purchasing sewing machines. Furthermore, when women across America were polled as to their sewing habits, Christian radio women were rated more likely to have sewn in the last six months than listeners to any other radio format (54 percent above the national average).

Aside from the above-mentioned data, other product categories in which the Christian audience consistently ranked above the national average were in travel, purchases of toys, automotive products, home furnishings, appliances, photography and pets. All of the top ten advertisers will appreciate optimum results from advertising on Christian radio through long-term, image/awareness campaigns. We consider these advertisers to be especially "hot," not only because almost every town has a representative in each category, but because we have consistently seen these types of businesses get positive results year after year on religiously formatted radio. 1986 promises to be a milestone year as inspirational radio stations prepare for record billings while establishing larger accounts with advertisers nationwide.

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*Note: For more information about Simmons Marketing Research Bureau, write or call Peter Bonanni, 219 E 42nd Street, New York, NY 10017, (212) 867-1414. (1984 Simmons Data. Used by permission. All rights reserved.)*



Gary Crossland is president of Soma Communications, Inc. in Dallas, Texas.

# BROADCASTERS



Amy Grant



Dick Anthony



Edna Edwards



Superbook

**Ted Behr**, an executive producer for Lloyd Ogilvie Ministries, has been named the 1986 Chairman of the International Board of Advisors for the Templeton Foundation Prize. The annual award, consisting of 170,000 pounds sterling, has been given to **Mother Teresa** of Calcutta, **Billy Graham** and **Aleksandr Solzhenitsyn**, among others.

**Amy Grant** has become the first gospel artist to reach platinum for sales of a single album. In July she was awarded a platinum record for *Age to Age*, having sold more than one million copies.

**James Moore** has joined the staff of WGIA-AM/Blackshear (Georgia) to be in charge of programming and engineering. In addition, WGIA and WGML-AM/Hinesville (Georgia) have formed the "Southern Christian Network."

Trans World Radio of Monte Carlo made three staff changes effective September 1, according to European director **Dave Adams**. Appointed station manager was **Paul Semenchuk**, formerly east Europe coordinator. Former program director **Tom Streeter** was named broadcast coordinator, and **Ota Vozeh** became production manager. Vozeh previously was chairman of the Czechoslovakian department.

Eastern European Mission changed its name to EuroVision, effective August 1. According to executive director **Charles Rogers**, the new name "better reflects the broader scope of the mission's ministry" to Europe, with emphasis on ministry to eastern Europe. EuroVision supports a variety of programs, including radio broadcasts to the Soviet Union.

**Dick Anthony**, arranger and producer for the Melody Four Quartet and the Sixteen Singing Men, has joined Northwestern College Radio as "artist-in-residence." Anthony, a gospel music producer for over 30 years, has been musical director for *Radio Bible Class*, *Day of Discovery* and WMBI-AM/FM/Chicago (Illinois).

DeGarmo & Key, the Christian rock music group that produced the controversial "Six, Six, Six" music video, has developed a second video called "Competition." The song is from **Ed DeGarmo** and **Dana Key**'s latest release, *Commander Sozo and the Charge of the Light Brigade*, produced by The Benson Company.

The October 1985 issue of *RELIGIOUS BROADCASTING*, in reporting the purchase of WIVE-AM/Ashland (Virginia) by Blue Ridge Broadcasting, mistakenly identified **Edna Edwards** as the company's general manager. Edwards is general manager of Blue Ridge Broadcasting of North Carolina. Since January 1983, **Rusty Ashby** has been general manager of Blue Ridge Broadcasting, Inc. of Virginia, which purchased WIVE.

**John Bergin** has been appointed the first managing director of The Christian Broadcasting Association of New Zealand. Prior to his appointment Bergin was national media director of World Vision of Australia.

**Stewart Hoover**, who has produced extensive research on "The Electric Church" at the Annenberg School of Communications (University of Pennsylvania), received his doctorate in communications from that school in May. He is now teaching communications policy and new technology at Temple University in Philadelphia.

Victory Communications, a producer of closed-circuit TV broadcasts for religious fund raising, has named **Gary F. Gunn** vice-president of operations. He was entertainment consultant for W.R. Grace Company and vice-president for a restaurant chain.

Victor King Video, a division of the Christian Broadcasting Network, has appointed Sound Video Unlimited, Inc., Niles, Illinois, to market two popular CBN Cable children's series, *Superbook* and *The Flying House*. **Noel Gimbel** is chairman of SVU, a national distributor of home video with six U.S. branch offices.

**John Adams** has been named news director of the USA Radio Network based in Dallas, Texas. Adams was most recently a feature news reporter with the Christian Broadcasting Network in Virginia Beach, Virginia.

Evangelist **Mike Evans** hosted a prime-time special called *Let My People Go* from July to September. The program focused on the plight of Christians and Jews in the Soviet Union. In January and February, 1986, Mike Evans Ministries will air *The Return*, a special dealing with the return of Jesus Christ, featuring a number of Christian celebrities.

WEZE-AM/Boston (Massachusetts) radio personality **Jeanine Graf** resigned her position hosting a talk show two weeks after her arrest for anti-abortion activism. Graf said her resignation had nothing to do with the arrest, which drew fire from listeners after it was reported in *The Boston Globe*. In the October issue of *New England Church Life*, WEZE general manager **Edward Cochran** emphasized Graf's activism "was in no way sanctioned or supported by WEZE."



# BROADCASTERS

The Luis Palau Evangelistic Team set up a relief fund for victims of Mexico City's two September earthquakes. The city's CONELA office, LPET's organization of Latin American evangelicals, formed an emergency aid distribution group and handles the relief funds. LPET's major home office, located in the area hardest hit by the earthquakes, suffered thousands of dollars in damage. No staff members were injured.

After seven years of service with Far East Broadcasting Company in Manila, most recently as director of media, **David Lawrence** has joined the staff of High Adventure Ministries, Van Nuys, California, as assistant to the president, **George Otis**. Lawrence's new responsibilities include developing new radio programming for the ministry's Middle East stations.

**John M. Boyd**, president and chief executive officer of American Sunrise Communications, Inc., Orange, California, announced September 4 that he will purchase the outstanding stock of all shareholders of the company, pending FCC approval. American Sunrise Communications owns Christian stations KKIM-AM/Albuquerque (New Mexico), KFEL-AM/Pueblo (Colorado), and KTSJ-AM/Pomona (California). In addition, the company was to purchase Christian stations WTSJ-AM/Cincinnati (Ohio) and WTOW-AM/Towson (Baltimore), Maryland.

Using eight cameras and over a mile of cable, NRB member WFMZ-TV/Allentown (Pennsylvania) presented live coverage of a two-hour address by Chrysler Corporation chairman **Lee Iacocca** this summer. The Allentown native was speaking to the Lehigh County Chamber of Commerce.

**Ed Lenane** has been named afternoon drive-time announcer for WLIX-AM/Bayshore (New York). Lenane previously had the same position at WBLI-FM/Patchogue (New York), working under the name Chris Tyler.

The director of news and information for the Lutheran Church in America, **R. Marshall Stross**, retired April 30. Stross, 67, has been coordinating the press, radio and television division for the New York-based denomination for five years.

**Herb W. David** was named director of The American Lutheran Church's Office of Communication and Mission Support. Prior to his appointment, David was director of interpretation for that office since 1974.

Two broadcasters from Akron, Ohio, are using one of Jesus' parables as the name for their new 60-minute daily television talk show, *The Ninety and Nine Club*. **Ernest Angley** and **Lonnie Rex** are cohosts. Angley continues with his evangelistic crusade broadcast; Rex is president of David Livingstone Missionary Foundation, the organization that assumed ownership of WDLI-TV 17 from PTL.

**Charles Bennett**, who for 12 years served as president of Mission Aviation Fellowship, has been named executive vice-president of Food for the Hungry International. The appointment, which was effective October 1, was announced by **Tetsunao Yamamori**, FHI international president. Bennett will be based at the FHI International Coordination Center in Geneva, Switzerland.

**Lynn Buzzard**, executive director of the Christian Legal Society, Washington, D.C., resigned his position in July to teach law at Campbell University College of Law in Buies Creek, North Carolina. Buzzard was influential in the membership growth and national recognition of CLS for the last 15 years.

After 27 years as chairman of the Russian department at the Voice of Tangier (formerly Trans World Radio) and at TWR in Monte Carlo, **Nick Leonovich** and his wife, **Rose** left Monte Carlo for Wheaton, Illinois. He became director of radio ministries for the Slavic Gospel Association.

Chicago station WCFC TV-38, in an effort to develop and promote local music artists, has begun its own record label. The station's audience of 350,000 households serves as its base. **Chuck Thomas**, head of Chicago-based MasterSource Productions, will be in charge of the project. WCFC president is Jerry Rose, NRB's first vice-president.

Northwestern College Radio Network began leasing two channels of National Public Radio's transponder on Westar 4 satellite. The broadcast service, directed by **Wayne Pederson** and begun in July, is called SkyLight Satellite Network.

While visiting Hong Kong in July for evangelistic meetings, **Ruth Chei Piscopo** of Patchogue, New York, recorded music for 14 weeks of the Mandarin-language *Hour of Decision* radio broadcast, the Chinese ministry of **Billy Graham**. **Larry Hsieh** of the Trans World Radio Hong Kong office translated Graham's sermons for the weekly broadcast.

Frequently heard on *The Hour of Decision* broadcast carried by nearly 650 radio stations around the world, **Leighton Ford** has been named Clergyman of the Year by Religious Heritage of America. Ford is associate evangelist and vice-president of the Billy Graham Evangelistic Association.

Wold Communications expanded its services and facilities with a television studio in Los Angeles. The studio, which opened June 1, offers a 600-square-foot stage, a control room equipped with the latest technology and a three-person crew. Located in Hollywood, California, the TV studio offers direct interconnection to Wold's Los Angeles earth station complex and worldwide satellite transmission facilities.

The CITIHOPE radio ministry has aired twice weekly since February in the New York area. **Paul** and **Sharon Moore** host the program for the needy on WWDJ-AM/Hackensack (New Jersey), according to **Joe Battaglia**, general manager. Using nine telephone lines, people and organizations in need call for help and listening Christians respond.

Global Evangelism Television (GETV) Channel 18/San Antonio (Texas) named **Gary G. Fallon** general manager. Fallon formerly was the production manager of WHFT-TV Channel 45/Miami (Florida).

**Keith Jespersen** and **Terry Cavin** of the Russ Reid Company, Pasadena, California, have been appointed to new positions, according to **Russ Reid**, company president. Jespersen, formerly vice-president, client services, has been promoted to executive vice-president. Cavin, who most recently served as vice-president of operations, takes over as vice-president/chief operating officer.

**Donald Bailey** resigned October 15 as director of media and public relations for the Billy Graham Evangelistic Association. He was heard frequently with crusade reports on **Billy Graham's** *Hour of Decision*. Bailey, an NRB Board of Directors member, started November 1 as vice-president for corporate communication at the Baptist Hospital, Nashville, Tennessee.

**Carl J. Johansson**, who in mid-1984 accepted the position of executive director of the Lausanne Committee for World Evangelization, has resigned. According to LCWE chairman **Leighton Ford**, who said he "appreciated Johansson's contribution to LCWE," Johansson will be minister of Trinity Lutheran Church, Watertown, Minnesota.

# NEW PRODUCTS



JVC's VideoMovie



Audio-Technica's Condenser Microphone

## JVC Announces BR-C100U VideoMovie

JVC has assembled a complete video system that can be held in one hand by miniaturizing the components. The BR-C100U VideoMovie incorporates a 1/2-inch CRT viewfinder, 1/2-inch high band Saticon™ pick-up tube, TC-120 20-minute videocassette, battery pack weighing under 1/2 pound and a lightweight 6:1 zoom lens.

The VideoMovie has an automatic record pause lock that saves battery power, as well as protective circuits to protect the battery pack from damage. Provided accessories include the battery pack for up to 30 minutes of continuous recording; multi-voltage battery charger; RF unit for connection to the antenna terminal of a TV, plus a selector for switching between video and TV viewing; a carrying handle; and AV cable to edit on to a second recorder.

Among the optional accessories is a 45-minute battery pack and AC power adaptor, a remote control unit, a shoulder frame, a car battery cord, an extension cable to increase length by 16 feet, and a carrying case to house the VideoMovie and accessories.

For more information, call the JVC Professional Video Communications Division toll-free at 1-800-JVC-5825.

## Cassette Duplication System Retailed

KABA's four track real-time cassette duplication system works on a master/slave principle and expands from two to hundreds of slave positions.

Four track capability allows the simulta-

neous duplication of both sides of a cassette, or either side only. The master deck controls tape speed (1 7/8 or 3 3/4), high or low bias, equalization, start, stop and automatic or manual rewind functions for the entire system. Electronics are on plug-in cards. Play and record electronics not used by real-time duplicators when using conventional consumer decks have been eliminated, greatly reducing costs and improving reliability.

Any audio source can be used as a master. Cassette masters can use the system's 10,000 hour life transport in the master control deck. Reel masters, either two or four track, are accommodated via the four channel auxiliary input. The system will also accept an input from a digital processor. Special equalization or signal processing can be inserted between the master and slaves through the normalized four channel patch bay on the rear of the master deck. Used in the 3 3/4 ips mode, each deck in the system can produce as many audiophile quality cassettes per hour as 8 conventional top-of-the-line consumer decks. System prices begin at \$1,775. For more information, contact Kenneth Bacon Associates, 24E Commercial Blvd., Novato, California 94947, 800-231-TAPE, or in California (415) 883-5041.

## Mitsubishi Presents New Channel Digital Audio Recorder

Mitsubishi Pro Audio Group has formally introduced the Model X-850 32 Channel Digital Audio Recorder.

The X-850 provides a total of 45 tracks on 1-inch tape. There are 2 analog cue tracks, 2

digital auxiliary tracks and 1 time code track, in addition to the 40 tracks used to provide the 32 channels of digital audio. The X-850 is the only 32 channel digital audio machine currently manufactured, and it is the only digital audio multitrack machine which can be cut-and-splice edited and then overdubbed over the mechanical splice.

Other features include the RS-422/RS-232 serial interface to other recording or synchronizing systems, as well as the ability to accept sync inputs on 9.6 or 8 kHz, 50, 60 or 59.94 Hz and composite video. The X-850 can accept up to 14-inch reels of tape providing more than 1 hour recording capability on a reel.

For more information, contact Mitsubishi Pro Audio Group, 225 Parkside Drive, San Fernando, California 91340, (818) 898-2341.

## Audio-Technica Offers Condenser Unidirectional

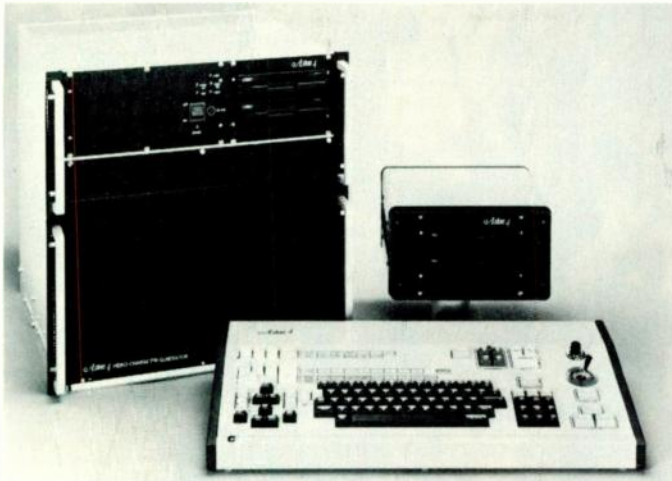
The response of the ATM33R, which covers a frequency range of 30 to 20,000 Hz, is described by the microphone's designers as being smooth overall, with a moderately rising high end.

The microphone measures only 7 inches long, with a head diameter of 1 1/64 inches and a handle diameter of only 13/16 of an inch. It weighs 4.75 ounces. The ATM33R accepts standard 3-pin receptacles. Suggested pro net is \$250.

For further information, contact Audio-Technica U.S. Inc., 1221 Commerce Drive, Stow, Ohio 44224; Mr. Don Kirkendall, Director Marketing Communications, (216) 686-2600.



# NEW PRODUCTS



Aston Electronics' Character Generator



Grass Valley Group's Digital Effects System

## Aston Electronics Introduces Character Generator

Aston Electronics introduces the Aston 4 Character Generator with "soft-edged," anti-aliased, high-resolution characters.

The Aston 4 claims to create typography without flicker or diagonal stairstepping on characters from 10 to 100 TV lines high. The Aston 4 has a library of over 1,500 licensed typefaces, multi-plane display, dual channel operation and a palette of over 4,000 colors.

Delivery of the Aston 4 has begun in Europe and the first U.S. units will be available for delivery in January, 1986.

Prices are expected to range from \$40,000 to \$60,000, depending on options selected. For further information, contact Aston Electronics, Inc., 531 North Murlen Road E., Olathe, Kansas 66062, (913) 782-4007.

## New Digital Effects System Available

Grass Valley Group has announced the KALEIDOSCOPE™ DPM-1 Digital Effects System.

The new system has a full 4:2:2 signal path, and the key path has full luminance resolution. NTSC systems include a hybrid, adaptive decoder and PAL systems use an external adaptive decoder.

The DPM-1 can select dynamically both video and key inputs during an effect, and allows selection of two videos (front and back) and two associated key signals in each key frame. A key source selector is available, and video selection may be made either by interface to auxiliary buses of the GVG 300 Series switcher, or by an optional video source selec-

tor. Full integration with Grass Valley Group's 300 production switcher is standard, and an optional tally interface is available for other switchers. The KALEIDOSCOPE control panel may be mounted in the 300 Series production switcher control panel, or in a table top mount.

The KALEIDOSCOPE DPM-1 performs Translation, Rotation, Scale and Perspective transformations.

For further information, contact The Grass Valley Group Inc., PO Box 1114, Grass Valley, California 95945, (916) 273-8421.

## Yamaha Presents New P-Series

Four new P-Series Commercial Power amplifiers have been introduced by Yamaha Professional Products Division.

All models share similar packaging, features and circuitry but differ in power output per channel and in the number of channels. All four include: balanced inputs with both XLR and barrier strip connections; barrier strip output connections; optional input and output transformers; dB-calibrated input attenuators; and output protection against overload, turn-on transients and DC offset.

The P1150C is a single channel amplifier rated at 100 watts into 8 ohms or 150 watts into 4 ohms. The dual channel P2150C delivers the same power output per channel. The P1250C is a single channel amplifier rated at 170 watts into 8 ohms or 250 watts into 4 ohms. The P2250C is a dual-channel version with the same power output as the P1250.

A rear panel switch on both dual channel models requires them for use in a bridged, mono configuration. In this mode the watt

delivery is doubled. All four models feature octal sockets and Transformer In-Out switches and are rated 4-ohm or higher impedance loads.

The P-Series Commercial Power Amplifiers carry suggested retail prices ranging from \$395 to \$695. For more information, contact your Yamaha Professional Audio Products dealer or write Yamaha International Corporation, Professional Products Division, PO Box 6600, Buena Park, CA 90622.

## Panasonic Introduces Low-Cost Video/Data

Panasonic Industrial Company is now offering the PT-101 video/data projection system.

The PT-101 provides a picture of 400 peak lumens and a horizontal resolution of over 800 lines (RGB). The unit weighs 72.6 pounds and features an adjustable ceiling mount.

The PT-101 has a three-screw cover, and major circuit boards are hinged for easy access. All jacks are on the front panel. All controls on the rear panel and user adjustments are available on optional remote control units.

The PT-101 is available in two versions. The PT-101/120 is optimized for screens ranging from 85 to 120 inches or larger. The PT-101/72 is best suited for screens ranging from 50 to 85 inches. Options include a personal computer interface, wheeled carrying case and a heavy-duty adjustable cart.

The PT-101 is offered for a suggested retail price of \$5,300. For further information, contact Panasonic Industrial Company, One Panasonic Way, Secaucus, New Jersey 07094, (201) 348-7183.

(continued from page 11)  
broadcaster T. Myron Webb.

He preached the Gospel until retirement as general director of *Back to the Bible* in May 1984. Warren W. Wiersbe was employed by Epp and is now the broadcast's current general director.

Epp is survived by his wife of 55 years, Matilda, and five children. The funeral was conducted October 17 in Lincoln.

## World Vision Airlive Satellite Technology for Hungry Ethiopians

NAIROBI, Kenya (NRB)—World Vision International conducted an 11-hour live satellite telethon on October 26 that focused on hungry persons in the eastern African nation of Ethiopia. Aired just a year after the latest famine crisis came to world attention because of an NBC-TV news segment, some 150 U.S. television stations and CBN Cable transmitted the production.

The program, called *Ethiopia: One Year Later*, was planned as a live telecast to the United States from inside Ethiopia, a first for television. At the final stage of planning, World Vision personnel discovered it would not be possible to transport a satellite dish to Alamata, Ethiopia, because heavy rains closed the airstrip there.

The anchor desk for the telethon, which World Vision hoped would raise \$20 million in cash and pledges, was moved to Nairobi, Kenya, because that city has "ready availability of television and satellite uplink facilities," explained World Vision president Ted W. Engstrom.

A week before the broadcast, a World Vision film crew traveled for five days in Ethiopia and shot fresh footage of the devastating famine for the broadcast, including scenes from a World Vision nutrition center in Alamata, which is 250 miles north of Addis Ababa. The Russ Reid Company of Pasadena, California, produced *Ethiopia: One Year Later*.

The program was co-hosted in Nairobi by Gary Collins, known for *Hour Magazine*, and his actress-wife Mary Ann Mobley of *Different Strokes*. Art Linkletter, Carol Lawrence and former NBC correspondent Edwin Newman co-anchored in a Washington, D.C., studio where pledges and donations were monitored periodically.

"It is our hope that the telethon will remind viewers that while much progress has been made in Ethiopia, the famine is far from over; for the parent whose child has just died, the tragedy of famine has just begun," Engstrom said. The World Vision leader said the death rate in Ethiopia has decreased significantly in



Television host Gary Collins and wife, actress Mary Ann Mobley, with a child whose life typifies the suffering that millions of youngsters and adults endure in drought-stricken Africa.

the past 12 months but that an estimated 2,000 victims are still dying daily of hunger and disease.

The telethon included endorsements, some live and others videotaped, from celebrities and politicians including Vice President George Bush, former President Gerald Ford, Senators Edward M. Kennedy, Paul Trible and Orrin G. Hatch; Representatives Tony P. Hall, Ronald Packard, Don Bonker and Mickey Leland; performers Hal Holbrook, Hal Linden, Debbie Boone, Eddie Albert; and others.

On October 23, which was the first anniversary of the NBC broadcast, a news conference was held in Washington, D.C. It was one of several highly visible media events that week that reported on World Vision's famine relief programs.

## ABC Network Interviews Christian TV Broadcasters

NEW YORK (NRB)—Some of the world's leading Christian telecasters were given national network exposure on ABC-TV's *Good Morning America* program in October.

The brief, live interviews were conducted, one each morning, from October 7 to 10 with Billy Graham, Jim and Tammy Bakker, Pat Robertson and Jimmy Swaggart. Graham and Swaggart were present in the studio; the Bakkers and Robertson were aired remote from their offices.

"There's no doubt that millions and millions of people are watching the religious broadcasting programs," *Good Morning America* publicity spokeswoman Jachelene DeMave explained. "We thought it would be a timely and newsworthy event anytime, especially

starting out as we did with Billy Graham," she added, referring to the four-day series.

Graham, just returning from a preaching mission to Romania and Hungary, was interviewed the same morning by NBC-TV's *Today Show* and the *CBS Morning News*.

DeMave said Christian telecasters have "become a modern phenomenon of today's television and of everyday life."

ABC-TV policies, and those of the other TV networks, still forbid selling air time nationally to a Christian broadcast. The networks cover religion in news reports and specials developed around a news event.

## World Vision Evacuates Lebanon

BEIRUT, Lebanon (NRB)—After three years of providing temporary housing, food, clothing and other emergency aid to displaced families in strife-torn Lebanon, World Vision, an international Christian relief and development organization, has been forced to evacuate its office in Beirut.

In late August, World Vision's Lebanon field office in Beirut was cut off by shelling and gunfire. Telex and telephone lines were severed. The only means of communication was a pay telephone still in operation some distance from the office, according to Ted W. Engstrom, president of World Vision.

According to Engstrom, World Vision will continue its work in Lebanon as long as possible. The agency will coordinate its Lebanese projects from the World Vision office in Cyprus. World Vision, headquartered in Monrovia, California, conducts nearly 3,800 relief and development projects in more than 80 nations, benefiting 14.5 million people.

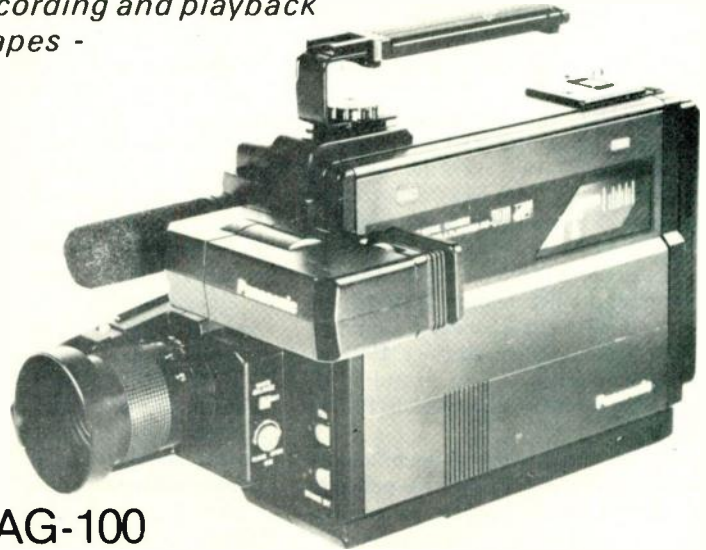


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(continued from page 14)

director Ben Armstrong since November 1976, was promoted November 1 to administrative assistant.

Dunlap will be a liaison between NRB international headquarters staff and the executive director. Having attended NRB executive committee meetings and every NRB national convention for almost a decade, she will represent Armstrong with some executive communications.

A native of Richmond, Virginia, Dunlap is a 1968 Phi Beta Kappa graduate of Westhampton College, a division of the University of Richmond. For four years after college she worked as a reporter and feature writer for the *Richmond News Leader*. For another three years before coming to NRB, Dunlap was an administrative assistant for the Book Manufacturers Institute, Ridgefield, Connecticut. She has been married since 1972 to Christopher Dunlap, a vice-president of Monroe Systems for Business, Morris Plains, N.J.

Armstrong said Dunlap has been "all that a good secretary should be. She has performed superbly in the role of secretary and I'm delighted to have her in this new position." Dunlap also serves as an editorial assistant for *RELIGIOUS BROADCASTING* magazine.

## Eastern Broadcasters Urged to Pursue Excellence and Maturity

PHILADELPHIA (NRB)—Participants in the NRB Eastern Chapter convention October 24-26 heard Anthony T. Evans, a Dallas broadcaster, call for "technical excellence with spiritual maturity." The 75 attendees also elected three board members, heard speeches from other Bible teachers, presented several awards and were challenged by Philadelphia Mayor W. Wilson Goode's Christian statements.

Evans, pastor of Oak Cliff Bible Fellowship, Dallas, spoke twice for the convention and will be a plenary speaker at NRB '86 on February 3. The organization he founded two years ago, *The Urban Alternative*, presents a biblical philosophy for "urban church renewal," especially in inner city black congregations. He has a 30-minute weekly preaching program on radio and plans a TV program for early 1987.

Applying Jesus's methods of reaching a "common ground" with the Samaritan woman (John 4), Evans said, "It has become more popular to be black and beautiful, or white and right, than biblical and real."

Mayor Goode welcomed religious broadcasters to Philadelphia and discussed briefly the pressures of his office, which have re-

cently included the investigations following the May 13 police bombing of the radical group MOVE's headquarters. In a candid moment, Goode said he believes in "the Lord and Savior Jesus Christ" and that "if I continue to trust Him and hold onto His hand, there is no problem too big for the two of us to solve." The politician was recognized after his speech with a prayer and a Distinguished Service Award for "outstanding leadership."

Robert A. Cook, the NRB president, speaking at the same breakfast, praised Goode's "durability and inner calmness under pressure." The King's College chancellor then imparted several insights on living with integrity and based his thoughts on the New Testament letter to Titus. He challenged broadcasters to live lives consistent with their beliefs.

Other Bible teachers included Dot Worth, speaker on *Women Alive*, who urged attendees to "do everything totally for the glory of God," and Paul Anderson, who analyzed I Corinthians 15:34 and encouraged religious broadcasters to continue to "awaken to God's causes" and develop righteousness. A gospel music concert was presented by The Speers.

Alex Leonovich, director of Slavic Missionary Service, South River, New Jersey, was presented with the chapter's highest honor, the annual Percy Award, which is named after radio pioneer Percy Crawford. A native of Russia, Leonovich preaches to much of the Russian-speaking world on a 30-minute weekly radio program called *New Life*. An NRB Board of Directors member, Leonovich is treasurer of the Eastern Chapter. In an unexpected move, two individuals each presented Slavic Missionary Service with \$1,000 gifts.

At the chapter's annual business meeting Randy R. Maxson, radio and television producer at Myerstown (Pennsylvania) Grace Brethren Church, and David Eshleman, president of WBTX-AM/Broadway (Virginia), were elected to the Eastern Board of Directors. They filled the positions vacated by David Reeder and Joseph Emert.

Robert H. Straton, vice-president of Walter Bennett Company, was elected unanimously as chapter vice-president, a position he filled by special appointment when Reeder resigned. Eshleman, the chapter's president for three terms, was given a Distinguished Service Award by current president Sue Bahner.

Workshops were held on music licensing solutions and fundraising problems. Another seminar, on market exclusivity, entitled "Is Overlap Overkill?," examined the differences and similarities of the 12 Christian radio stations that are reportedly within a 50-mile radius of Philadelphia, prompting questions of competition in the industry.

The 1986 chapter convention will be held October 23-25 at the same location, the Air-

port Marriott in Philadelphia. Anthony Campolo, a professor of sociology and a popular author, has been scheduled as a speaker.

## Southwestern Convention Elects New President

DALLAS (NRB)—A regional convention for religious broadcasters in the southwestern United States concluded October 15 with an annual business session at which new officers were elected. At least five well-known Bible teachers spoke to persons registered for the three-day meeting and a new award was presented to the chapter's founding president.

The new president for the NRB Southwestern Chapter is Jack Rabito, general manager of KWJS-FM/Arlington (Texas), a new Universal Broadcasting station that is soon to go on the air. Rabito, former director of the Dallas area office of the National Federation for Decency (NFD), was elected for a two-year term. Formerly the chapter's vice-president, Rabito succeeded Ed Mahoney, general manager of KGOL/Houston. Before working with NFD Rabito managed KWJS when it was owned and operated by Jimmy Swaggart Ministries.

Other chapter officers were elected to new positions as follows: secretary David Payne of Kenneth Hagin Ministries became vice-president, treasurer Burt Perrault of KTEK/Houston became secretary, board member-at-large Sharon Barela of BMC Advertising Company became treasurer. The following persons were elected to the chapter's board of directors: Joseph Willis of Sudbrink Broadcasting, Birmingham, Alabama; David F. Webber of Southwest Radio Church, Oklahoma City; and Gary Crossland of Soma Communications, Inc., Dallas.

President Rabito is "very enthusiastic about the Southwestern Chapter during the coming year" because of the unqualified success of the regional meeting.

At least five popular Christian conference speakers, all but one with prominent national broadcasts, addressed the attendees on some aspect of confronting the "moral deterioration of our society" and making a lasting social impact by "letting your light shine."

The first plenary speech was delivered on October 14, the first full day of the conference, by David Webber who spoke on prophetic "signs in the heavens and signs in the earth." He examined current events such as the recent earthquake in Mexico City in light of scriptural predictions.

Dave Hunt, a popular lecturer and author of *The Seduction of Christianity*, spoke that day for the Broadcasters Luncheon on remaining honest to God's message. He



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To achieve a high degree of effectiveness, the NRB Employment Registry will require full member support. One-minute spots are being prepared for use twice daily. The use of these spots will insure the data base will contain information about a sufficient number of qualified Christians to meet your needs.

Complete information will be provided each member organization through the mail.

For further information write:

NRB Employment Registry  
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Morristown, NJ 07960

or call (201)228-9522

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# NRB

# NRB NEWS

challenged those who espouse a gospel of positivism to be completely faithful to biblical Christianity.

The Annual Awards Banquet that night was the forum that pastor Robert Tilton of Word of Faith World Outreach Center, Dallas, used to comment on being true to "a vision from God." He outlined growth of his broadcast and church ministry, which includes a church-based television network, the Success-N-Life Satellite Network inaugurated on November 3. Tilton plans to broadcast live from the NRB '86 convention in Washington, D.C.

The following morning, October 15, the Southwestern Chapter held its first annual Congressional Breakfast. Several local and Texas legislators joined attendees and heard radio preacher Jack Van Impe (The Walking Bible) deliver a conciliatory message about maintaining "integrity" and avoiding debt as a broadcaster. As usual, Van Impe's sermon was peppered heavily with memorized Bible verses.

Marlin Maddoux, president of International Christian Media, Dallas, and host of *Point of View*, was speaker for the final luncheon. He discussed media liberalism and outlined several current issues to which broadcasters



Marlin Maddoux

should be paying attention.

Several workshops presented practical information on computer software for ministries, the role of Christians in media, spot sales, direct mail and ministering to financial donors. A Dale Carnegie workshop called "Getting Results from People" was presented to all attendees by Ben Haddock of Carnegie's Dallas office.

The first annual Pioneer Award was pre-

sent for outstanding leadership to the Southwestern Chapter's founding president Chaplain Ray Hoekstra, president of International Prison Ministry, Dallas. He hosts a popular radio broadcast.

The 1986 chapter convention is being planned for October 12-14 at the same location, the Holiday Inn and Holidome at the Dallas-Fort Worth International Airport.

## Religious Broadcasting Directory '86 Offered

MORRISTOWN, N.J. (NRB)—Over 400 copies of the 1986 *Directory of Religious Broadcasting* have been sold at the prepublication rate of \$19.95, according to Marjorie Stevens, managing editor.

NRB will offer the directory at the prepublication price until December 31, when the price will rise to \$24.95 for NRB members and \$49.95 for nonmembers.

"Religious broadcasters are becoming more aware of the importance of the directory," said Stevens, "and many of them are getting in their orders at the lower price."

Scheduled to be printed next month, the directory can be ordered by writing NRB or calling Stevens at (201) 428-5400.

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# LATE NEWS

TV STAR STEVE  
ALLEN WILL LEAD  
NRB 86 WORKSHOP

A workshop appearance by TV personality Steve Allen is one of several additions announced last month for the program of NRB's 43rd Annual Convention and Exposition. Allen, a member of First Presbyterian Church of Hollywood, will use his extensive media experience in the seminar on February 3 called "How to Capture an Audience." Michael Warren, producer of The Love Boat and Happy Days, and John Heyman, producer of Jesus of Nazareth, will join Allen for the 11 am workshop. A Black Broadcasters' concert on the afternoon of February 2, a Black Broadcasters' Breakfast (a well-known Black leader is being invited) on February 5, and four workshops are being sponsored by NRB's Black Broadcasters' Committee, under the leadership of B. Sam Hart. Hart, NRB's second vice president, said he anticipates 1986 will be "the year of greatest input" from Black religious broadcasters across the nation.

TWO PENNSYLVANIA  
RADIO STATIONS  
HAVE ANNIVERSARIES

Two Pennsylvania Christian radio stations, whose histories are somewhat linked, celebrated anniversaries in October. A dinner on October 18, with speakers Warren W. Wiersbe of Back to the Bible, and WBYO president David G. Hendricks, remembered the first 25 years of WBYO-FM/Boyerstown. An October 26 dinner, featuring WGCB owner John H. Norris and NRB executive director Ben Armstrong, was held to honor WGCB-AM/Red Lion on its 35th anniversary. The older station, WGCB (The World for God, Christ and the Bible), is known for the legal case on which the Fairness Doctrine is based. After Norris was on the air for almost 10 years, Hendricks, who started WBYO in 1960, moved to Red Lion to work with Norris and seek advice about starting a Christian FM station, at a time when FM's were not popular.

**LATE BULLETIN CORRECTION** Wording of the NRB TV Access Committee's resolution on must-carry was abridged as reported in Religious Broadcasting (November 1985, page 28). The unabridged wording from minutes of the September 11 meeting reads: **"WHEREAS** The NRB recognizes the importance of the must-carry Rule for certain of its member television stations and program producers, and recognizes the serious implications of the loss of must-carry as a result of recent court decisions; **And WHEREAS,** The NRB desires to represent those member television stations and program producers in the most effective manner possible; **BE IT THEREFORE RESOLVED,** That the NRB recognize a committee consisting of representative member television stations and program producers, which shall be named The Television Access Committee and shall be an adjunct committee to the Television Committee. **BE IT FURTHER RESOLVED** That NRB and its legal counsel will represent the committee and the television stations and program producers the committee represents with assistance in the passage of legislation, use of its legal counsel, and any other way deemed effective, understanding that the committee and the member television stations and program producers it represents will be responsible for all financial liability resulting from legislative action, legal counsel, or any other obligations resulting from pursuing relief from the impact of the loss of the must-carry rule. The Committee understands that no financial obligation or liability will inure to the NRB."





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In 1981, media scholars Robert Lichter and Stanley Rothman interviewed 240

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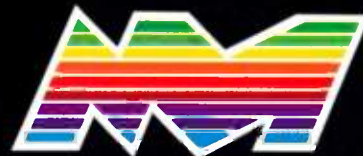
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